

INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
 Story of the Year
 What We're Up Against
 Sensible Educator
 Education Defined
 The Greatest Advertisement
 Of All Time
 Human Nature Wars
 Economic Laws
 Look Before You Leap
 Here's the Pay-Off

Story of the Week

Thanks to Lee Clark and Phil Bratten, the writer was privileged to watch a try-out "skit" (a one-act playlet) on home freezers which Frigidaire dealers may see at conventions early next year.

This "skit" not only depicts the manifold advantages of freezer ownership in a remarkably graphic manner, but it's so funny that it could stand up by itself as a vaudeville act. Sample gag:

FIRST SALESMAN: "If more families had these freezers, there wouldn't be so much of that 'incompatibility' that leads to divorces."

SECOND SALESMAN: "Yeah? Well, I got that 'incompatibility' thing all figured out. If the men had more income, and the girls more patibility, there wouldn't be so many divorces."

Story of the Year

It seems like we heard this one a long time ago; but the way we "heard it," the following long-winded yarn deserves handing-down to Posterity.

Young Johnnie Nauhernocle, so the story goes, had peddled newspapers and worked hard at odd-jobs to save up enough money to go to college. Johnnie was a small-town boy; he'd never heard of Emily Post; and he was scared half-to-death when he arrived on the campus of the State University.

Like the girl who married a "fairy," he didn't know which way to turn. He had the dogged presence of mind, however, to take his best pal—a faithful collie named "Duke"—up to the State University with him.

In no time at all, Johnnie met a girl. He began to acquire knowledge fast after Gertie "showed him the ropes." And soon he needed more money. Entertaining Gertie, he found, was expensive.

When his savings ran out, he telegraphed home to his Dad:

"Need hundred bucks at once."
 Back came the reply on a penny postcard:

"Why?"
 Johnnie had an inspiration. And he spelled it out at length in a letter to his Dad. He wrote:

"Our dog, Duke, is the sensation of the campus. He accompanies me to all my classes, and he seems to understand what's going on. One of my professors says Duke can be taught to talk. And for a measly hundred bucks, he'll teach him how."

Dad sent Johnnie a certified check for one hundred dollars.

This deal was repeated twice. Johnnie needed more money for his girl each time, and he got it from his father on the premise that Duke deserved more high-powered lessons.

At the end of the semester, Johnnie's girl eloped with a sophomore from Westchester, and Johnnie took the last train home. His father was there to greet him. They embraced.

"Er, Johnnie," palpitated his father, "where's our wonderful talking dog?"

"Dad," explained the imaginative son, "Duke got out of hand. I had to shoot him."

"What? You shot that dog who could talk and everything?"

"Yes, father. When Duke got to talking real good, he told me that he remembered how you used to take our hired girl out to the haymow now and then and . . ."

Dad interrupted:

"Johnnie, are you sure that collie is dead and gone?"

(Concluded on Page 8, Column 1)

AIR CONDITIONING & REFRIGERATION News

Vol. 58, No. 8

October 24, 1949

Serial No. 1075

Reentered as second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879.
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Voluntary Plan Set for Mills To Pay Creditors

CHICAGO—A voluntary plan of arrangement between Mills Industries, Inc., and its creditors was approved recently by Wallace Streeter, referee in the Federal District Court here.

Since 1947 the 60-year-old pioneer Chicago manufacturing concern has been negotiating with a creditors' committee to evolve a basis for settlement of Mills Industries' outstanding debts.

According to the terms of the plan of arrangement approved, 54% of the company's creditors will be paid in full immediately out of funds already deposited with an officer of the court on Sept. 30.

The remaining creditors with aggregate debts of \$3,400,000 will receive full payment with interest; 20% of the debts will be paid immediately and 20% will be paid in four equal yearly payments.

During the two years of negotiations for extension of Mills debts, the company was doing business uninterrupted and was in complete possession of its plant and equipment.

"Mills present financial situation is excellent," said Ralph Mills, board chairman. "Our bank loans have been reduced by \$2,500,000, our inventories have been reduced, and the company, despite the extraordinary expenses incurred in consolidating operations, has shown a satisfactory profit for 1949. This consolidation also will be reflected in future earnings."

(Concluded on Page 4, Column 2)

Bonneville Appointed Remington Sales Mgr.

CORTLAND, N. Y.—E. A. Bonneville has been appointed general sales manager of the Remington Corp., here, manufacturer of room air conditioning equipment, according to Herbert L. Laube, president.

Bonneville has been connected with the merchandising of refrigeration, air conditioning, and appliances since 1925.

He is a former vice president of Times Appliance Co., of New York, and sales manager of the unit air conditioner division of Fedders-Quigan Corp., Buffalo, N. Y.

Until his appointment by Remington, Bonneville was vice president of Barcalo Mfg. Corp., also of Buffalo.

E. A. Bonneville

L&H Adds Refrigerators, Freezers to '50 Line

MILWAUKEE—Addition of refrigerators and home freezers to its 1950 lines has been announced by A. J. Lindemann & Hoverson Co.

The company, which manufactures electric ranges, water heaters, and kerosene oil ranges, said it expects to start shipping the refrigerators and freezers to the trade in the next 30 days. All the new lines will be marketed under a new trade name—"Lectro-Host."

Details regarding the 1950 lines were not immediately available. H. M. Gross Co., Chicago, is handling the company's advertising account.

Excess Productive Capacity Seen Brewing Bitter Battle In Appliance Industry

CLEVELAND—"There is coming, and shortly, bitter competition in the appliance field, competition in cost reduction and in advertising and sales promotion."

That prediction was voiced by R. L. White, president of Landers, Frary & Clark, at the 14th annual conference of the International Association of Electrical Leagues. The conference, held Oct. 12-15 in Hotel Cleveland here, attracted approximately 75 registrants, with as many as 100 persons attending some sessions.

"This battle," White said, "will not be just among appliance manufacturers—with utilities, electric leagues, and dealers on the side lines. You will all be in it whether voluntarily or through pressure, and it will mean . . . a relentless weeding out of the ignorant, the extravagant, the lazy, and the unfortunate."

The forthcoming fierce competition will stem from excess manufacturing capacity—"our number one problem," according to White. He said he was convinced that given adequate supplies of raw materials, the productive capacity in the standard household appliance industry is "more than

adequate" to meet the increased demands expected in the next decade.

There are only two ways to solve that problem, he declared: "Knock out part of the capacity, or sell more goods."

Pointing out that the appliance industry is now a mature one, he asserted that "our future growth depends on increasing population, on increased utilization rather than on new products." So, he stressed, "we must do more as an industry to convince people of the convenience of electricity."

(A detailed report on White's talk appears on page 2 of this issue. Full reports on other conference speeches will be published in later issues of the NEWS.)

White spoke at the opening session of the meeting. Other speakers at this session were A. F. Head, president of the Electrical League of Cleveland; J. Clark Chamberlain, retiring IAEI president; and Donald S. Thompson, vice president of the Federal Reserve Bank of Cleveland.

Thompson said the economic outlook is characterized by a great deal of uncertainty. But, he added, "it is

(Concluded on Page 20, Column 1)

Refrigerator Sales Slacken In August

(See table page 17)

NEW YORK CITY—August household refrigerator sales of 12 companies reporting to the National Electrical Manufacturers Association totaled 314,839 units, just slightly less than the 327,429 reported in July.

They were somewhat better than the 294,559 sold in August of last year, however.

World sales by from 12 to 13 firms for the first eight months of the year reached 2,757,802. This compared with 2,682,052 sold in the same period last year.

Foreign sales for August were only 7,217 units as compared with 13,212 for the same month last year.

Four, 7, and 11 and 12-cu. ft. units showed gains from July, but sales of other sizes decreased.

Stephenson Is Range Mdse. Mgr. at Westinghouse

MANSFIELD, Ohio—R. M. Beatty, manager of the electric range department of the Westinghouse Electric Appliance Div., has announced the appointment of Stanley J. Stephenson as merchandise manager for electric ranges.

Stephenson will be responsible for the development and carrying out of sales programs for Westinghouse electric ranges and will report to Beatty.

Stephenson was graduated from the University of Utah in 1941 with a Bachelor of Science degree in business administration. He joined the Seattle, Wash., branch of Westinghouse Electric Supply Co. that year and in 1942 was commissioned an ensign after attending U. S. Naval Midshipman School at Columbia university. He served 23 months with the Navy in the Pacific and ended his service career as a Lieutenant.

In January, 1946, Stephenson rejoined Westinghouse Electric Supply Co. office in Seattle and in August was transferred to Yakima, Wash., office. In June, 1948, he was made sales promotion manager of the Westinghouse Electric Supply Co.'s Omaha, Neb., office, the position he held prior to joining the Westinghouse staff in Mansfield.

5 Veterans Get Top Alco Valve Jobs

(See pictures page 4)

ST. LOUIS—John E. Dube, newly elected president of Alco Valve Co., designer and manufacturer of automatic refrigerant control devices, has announced appointment of five veteran employees to key positions in the company.

Dube, who was vice president and general manager for a number of years before being elevated to the presidency, announced the appointment of the following:

George J. Boepple becomes sales manager; John A. Schenk is named chief engineer; and Arley L. Baker becomes sales promotion manager. August Ulbert was elected a vice president of the company, and George P. Keethler assistant secretary.

Boepple was previously in charge of Alco's Philadelphia sales office. He joined the company in 1936 and has been in the sales department since 1940, except for four years service with the U. S. Navy, from which he was discharged with the rank of lieutenant commander.

(Concluded on Page 4, Column 5)

Spencer Heads Norge Mfg. and Engineering

DETROIT—George P. F. Smith, president of Norge Div., Borg-Warner Corp., has announced the appointment of Harry L. Spencer as vice president in charge of manufacturing and engineering. Spencer will have charge of manufacturing in all five Norge plants, according to Smith.

Spencer rejoined Norge in 1948 after five years with the Bendix Home Appliances, Inc., where he was vice president in charge of manufacturing. At the time he left Norge in 1943, he was factory manager of the Muskegon Heights plant where all Norge appliances were made.

It was during the war, while Spencer was in charge that this plant received the Army-Navy "E" award for its excellent record in the production of war materials. He was the first manager of national service for Norge, having started with the company in 1926.

Spencer's headquarters will be in

(Concluded on Page 4, Column 1)

Industry To Feel Effect of Steel Strike by Nov. 1

Layoffs, Shutdowns Due; Fear Steel Gray Market, Scramble for Appliances

DETROIT—Shortages of steel caused by the current strikes will really start to hurt appliance and other manufacturers by Nov. 1 and might bring back unsavory conditions reminiscent of days just after the end of the war, reports from both industry and government sources indicated last week.

Large scale lay-offs and plant shutdowns are expected by that date, while a return of gray market steel conditions and pressure from larger retailers to get a bigger proportionate share of the available appliance inventory are already anticipated.

According to Bertram Miller, works manager of General Electric's Erie, Pa. plant, it will be necessary to lay off approximately 7,500 employees by the end of October and about 1,500 more during November.

It was indicated that the refrigerator plants there would be the first to feel the effects of the layoffs

(Concluded on Page 4, Column 3)

E. A. Tracey Fills Key Post at Mitchell Mfg.

CHICAGO—B. A. Mitchell, president of the Mitchell Mfg. Co., recently announced the appointment of E. A. Tracey as

vice president of the corporation and general manager of the air conditioning division.

Prior to his association with Mitchell, Tracey was president of the Majestic Radio & Television Corp. and vice president in charge of sales of the Zenith Radio Corp.

Groups Ask Time for Study of Omaha Code

OMAHA, Neb.—The city commission has delayed action on a refrigeration code for Omaha upon request of the refrigeration service, installation, and sales industries of the city whose spokesman said they were not particularly opposed to the new code but wanted to know more about it before it becomes a law.

Provisions contained in the proposed code which are considered more or less controversial:

1. No new refrigeration or air conditioning system or ice cube machines could be installed until plans and specifications have been approved by a Nebraska registered engineer. A copy must be filed with the building department, and permit secured.

2. The entire system would need approval by the building department as to installation and conformity to specifications and code, and a test and approval run must be made under inspection.

(Concluded on Page 4, Column 5)

IN THIS ISSUE

Ed Taylor Tells How To Sell Range With a Future—The Electric (Page 6)

'Stabilizer' Cools Auto When Compressor Is Driven Off Engine (Page 12)

Showmanship, Cost Studies Build Locker Profits (Page 11)

Editorial 10
 What's New 15
 Patents 18
 Off the Chest 19

Today's Productive Capacity Held Ample To Take Care of Expanded Demand of 1960

By John O. Sweet

CLEVELAND — Excess manufacturing capacity and the fierce competition that results is the number one problem of the household appliance industry, according to R. L. White, president of Landers, Frary & Clark.

"There are only two ways to solve that problem—knock out part of the capacity or sell more goods," he told the International Association of Electrical Leagues during its recent 14th annual conference at the Hotel Cleveland here.

"I am thoroughly convinced," White said, "that given adequate supplies of raw materials, the productive capacity in the washing machine, range, refrigerator, cleaner, and small appliance industries is more than adequate to meet the increased demands [anticipated in the next 10 years]."

To indicate how much the demand for the industry's products is expected to increase by 1960, the speaker presented a series of charts taken from a study made by the Twentieth Century Fund and published in 1947. Among other things, the charts showed that:

1. The U. S. population should jump from 135 million in 1940 to 155 million in 1960.

2. By 1960, goods produced per hour will have an estimated value of \$1.61, compared with 82 cents as recently as 1930. Sixty million people employed at \$1.61 per hour

on a 38-hour week would mean a national income of 190 billion dollars.

3. The average yearly family income in 1960 should be \$3,780, an increase of \$940, or approximately one-third, over the 1940 figure.

"Now if we take this sharply increased income per family and add to that the effect on business of the population increase, we can begin to see what the prospects are for the appliance business in the future," White noted here.

4. Consumers are expected to spend 158 billion of the 190 billion (estimated national income) in 1960—the difference being put into public or private capital expenditures.

5. Mechanical appliances are expected to take 1% cents of the consumer's dollar in 1960, compared with 1% cents in 1940.

Lots of Money for Appliances

"This sounds like a small amount but 1.75% of 158 billion dollars is a lot of money," White said. "This money will not all be spent on the appliances of which I am talking—much of it will go to radio, television, heating, lighting, etc."

"But at any rate we see that the favorable factors for the appliance field are (1) more population plus (2) more productivity and hence larger income per person, and (3) a larger proportion of this income spent in our field. To my mind this spells opportunity."

To support his argument that the productive capacity of the industry is more than adequate to meet the increased demands expected in the next decade, White took the case of the refrigerator.

"Figures I have," he told the league men, "show that in 1948, 4,500,000 electric refrigerators were sold. Had sufficient steel been available, production might easily have gone up half a million."

Demand Good, Production Better

"The Twentieth Century Fund estimates that the replacement market for refrigerators in 1950 will be 2.7 million and that there will be a million new homes or apartments built that year to give a refrigerator volume of 3.7 million."

"Even allowing for additional markets in farm areas, there seems no likelihood that the demand can exceed productive capacity."

Pointing out that the appliance industry is now a mature one, White asserted:

"Our future growth depends on increasing population, on increased utilization rather than on new products."

"Many of us have lived through the birth and development period of this industry. We saw the first crude applications of electricity as a household servant, in an iron, a toaster, a percolator; then electric cooking, washing, cleaning; then refrigeration. Each new application of electricity created a new market and the industry grew like a mushroom."

"But that great cycle is over. . . . We cannot expect further developments of such magnitude in the future."

"In the past 20 years the really new appliances can be quickly named, and they are few. The freezer, the garbage disposer, the electric blanket, room air conditioners. . . ."

"Our industry will not stand still. There will be great improvements in design and performance of existing types of appliances. . . . But our mature appliance industry cannot expect the rate of growth in the future we have had in the past 30 years. . . ."

Appliance Industry Now Mature

"When an industry reaches maturity . . . competition becomes keener, profit margins decline and gradually the weaker units drop out of the picture. Frankly that stage is already showing up in the appliance field."

"It was checked by the war but now that the urgent post-war demand has been cared for, we shall see the tendency again. There is coming, and shortly, bitter competition in the appliance field, competition in cost reduction and in advertising and sales promotion."

"This battle will not be just among appliance manufacturers—with utilities, electric leagues, and dealers on the side lines. You will all be in it whether voluntarily or through pressure, and it will mean . . . a relentless weeding out of the ignorant, the extravagant, the lazy, and the unfortunate."

Must Lick Distribution

"In our own business we are devoting much of our time and attention to cutting costs, both labor and materials. Cutting labor rates is not the answer to the problem, but by eliminating waste, by increased mechanization, more skillful planning, less non-productive labor and expense, we are striving to bring our costs down so that we can quote prices that will enable us to stay in business during this fierce competitive battle."

"Manufacturing costs alone are not the answer. Somehow or other we must lick the distribution problem also. But in my mind, overcapacity and the fierce competition that results is the number one problem in our industry."

Legislative action to prevent this cut-throat competition will not solve the problem, he indicated. The idea of laws that would limit the number and output of manufacturers, require the licensing of dealers to prevent over-expansion, and eliminate chain or utility merchandising is part of the managed welfare state program, which has "never worked anywhere," he declared.

Competition is part of the private enterprise system, White stressed, adding: "It causes plenty of heartaches and some injustices, but it has given our country the highest standard of living and security and probably happiness that the world has ever known."

In order to get its share of the consumer dollar, he pointed out, "we must do more as an industry to convince people of the convenience of electricity."

Electric Living Not Yet Sold

"That is an old story to us but it is not well sold yet when there are 18,000,000 Americans today who lack washing machines. Twenty-five millions lack vacuum cleaners, many more have inadequate supplies of hot water, and most homes today still are without the service of dishwashers and garbage removers. As of Dec. 31, 1947, only 65% of the farms had electric service and only a small proportion were really electrified."

The job of education to broaden the use of electrical appliances can only be accomplished by team work, he said. He cited the adequate wiring, electric cooking, and the new kitchenizing program as examples of effective joint projects.

"It is particularly important," he continued, "that the electrical industry join in promoting the increased use of electrical conveniences of all sorts in the next decade because the expansion in the market for many appliances . . . must come from the

marginal consumers. These in many instances do not have a strong desire for better living standards, and do not have the financial ability."

"Development of this market means intensive effort, particularly at the local level. Better selling methods all down the line, and intelligent use of all available sales tools will be required."

White then noted that some relatively new financing methods are being used.

"The package mortgage plan, under which certain appliances may be included in the mortgage at the time a house is built, is of course familiar to you," he stated. "Newer is the 'open-end' mortgage plan, now available in many states."

"Under this plan, a loan can be made to finance repairs or improvements such as a new kitchen even in old houses. This plan offers many opportunities to appliance manufacturers."

Plumber Problem Improving

Taking up other problems of the industry, White said one is "the controversy between plumbers and appliance dealers on the installation of kitchen equipment where the equipment must be tied in with the plumbing in the house."

"This situation . . . seems to be improving, and I believe it should be possible to work out locally a program where plumbers will install appliances purchased through other dealers."

A related problem, he stated, is that of the high cost of range wiring.

"This installation cost is running from \$60 to \$95—considerably more than the allowance made against this wiring expense by utilities," he reported.

"If we are going to have more range business we must have reasonable installation costs, and outmoded local codes such as those requiring only rigid conduit should be fought. The unions that insist upon these obsolete codes are in the long run biting off their noses to spite their own faces."

Another problem—"a specter on the appliance horizon,"—is the "undemocratic, uneconomical, vicious secondary boycott by which local union members refuse to install products made in plants whose employees do not belong to the same union," he asserted.

Boycott Protection Vicious

"This practice . . . has gone so far in certain localities as to erect what amounts to a wall around an area, causing the establishment of factories that could not compete were it not for a boycott protection, or in other instances forcing utterly unnecessary made work consisting of unwiring and rewiring some device."

"The difficulty in stamping out this vicious practice is the difficulty of securing proof from the victim because of fear of further retaliation. NEMA is making an intensive fight against the secondary boycott, which is not defended by any enlightened labor leader."

White concluded with this thought: "Even the intense competition within the industry will bring its benefits. From this competition we will have the lowest possible prices and the greatest possible effort to expand the market. The weak and inefficient may not survive but the end result should be greater prosperity."

G-E 'Pyramid' Plan Offers Prizes for Prospects to Users of Sinks, Disposals

BRIDGEPORT, Conn. — A "pyramid" sales plan that offers prizes to users of General Electric sinks and Disposals for contributing good prospects for further sales to dealers is currently being conducted by the General Electric Co.

The plan, which brings the advantage of company prepared mailings to the dealers, is expected to continue until Dec. 31.

According to the company, this is how the plan works:

The dealer sends a list of two to 12 user names to his distributor. To these owners, General Electric sends a personalized letter which asks the user to submit a list of five prospects to the dealer and describes the G-E gifts which the user can receive if any or all of her prospects buys a dishwasher or Disposal.

When the user brings the list into his store, the dealer presents her with a small token gift. The retailer then sends the prospect list to Bridgeport. The company mails each prospect a four-page letter telling about the two appliances and returns the list to the retailer.

When this list is received, it is a signal for the dealer to start an aggressive campaign of personal calls on the prospects.

The participating dealer is required to pay a \$3 fee, for which he is entitled to 12 free user mailings and as many as 60 free prospect mailings. Additional mailings can be ordered later at nominal prices.

W. H. Sickinger Dies, Designed Ranges

KALAMAZOO, Mich. W. H. (Bill) Sickinger, head of Admiral's range division here, died suddenly at his home on Oct. 12.

Well known in the industry as an outstanding designer and engineer, he is credited with developing many of today's range lines, including Crown Stove and currently Admiral.

During the war he devoted his full time to making heavy duty equipment for Navy submarines.

He is survived by his wife and daughter.


Schott, Joseph Acquire Royal Vacuum Cleaner Firm

CLEVELAND—Controlling interest in the P. A. Geier Co. here, manufacturer of Royal vacuum cleaners, has been acquired by Harold C. Joseph and Walter C. Schott, it was reported here recently.

The deal is said to have involved \$3,500,000. The firm's two subsidiaries—Continental Electric Co., Ltd. and the Appliance Co.—were included. The firm's plants are located both here and in Toronto.

Top ranking officers of the Geier Co. retained their positions.

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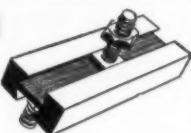
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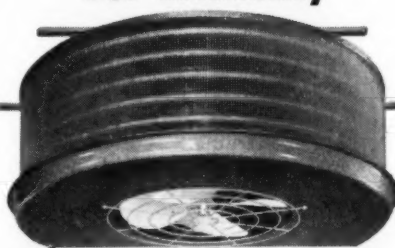
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Store Opening Features Prizes by the Hour

COLUMBIA, S. C.—Prizes were awarded at the end of each hour of the day at the recent formal opening of the new Five Points branch store of Krell Radio & Appliance Co., 608 Harden St. here.

Everyone attending the "open house" celebration received a free gift of some kind without the necessity of making a purchase. A Norge home freezer was made available as the grand prize awarded for the day.

He Won Trip to All-Industry Show



K. P. Cadwell (in jacket) of Cadwell Refrigeration Service, St. Paul, winner of a Kelvinator trip to the Sixth All-Industry Show at Atlantic City, N. J., looks over his railroad tickets. Presenting the award is Neil J. Collins, Kelvinator commercial sales manager for the Minneapolis zone.

Secondary Boycott of West Coast Fixture Mfr., Installer Is Ruled Illegal by NLRB

AFL Groups Ordered To Drop Firm from 'Unfair' List

SPOKANE, Wash.—A Trial Examiner for the National Labor Relations Board has held that an A.F.L. Building Trades Council, a Central Labor Council and three affiliated A.F.L. Building Trades Unions violated the Taft-Hartley Act by a secondary boycott which caused a tavern operator to have fixtures manufactured and installed by C.I.O. employees ripped out of his establishment.

The firm employing the C.I.O. employees was installing fixtures and refrigeration equipment.

The specific acts by which the labor organizations were found to have violated the Act's ban on secondary boycotts included the circulation of "unfair" and "We Don't Patronize" lists containing the name of the fixture manufacturing company, and the inducement of six members of A.F.L. Building Trades unions to cease work on the tavern.

The labor organizations involved are the Spokane, Wash., Building and Construction Trades Council, the Spokane Central Labor Council, Local No. 269 of the Painters Union, Local 98 of the Carpenters Union, and Local No. 212 of the Sheet Metal Workers Union, all affiliated with the American Federation of Labor. Charges against the labor organizations and four agents for them were brought by the Kimsey Mfg. Co. of Spokane. The dispute involved construction of a Spokane tavern to be known as Breeze Inn, which was being built for a Stanley Parrish during 1948.

The Trial Examiner, Horace A. Ruckel, recommended that the labor organizations and their agents be required to cease inducing or encouraging employees of any employer to engage in a strike or boycott with an object of causing their employer to cease doing business with the Kimsey Co. (1) by maintaining the Kimsey Co. on any unfair list or (2) "by calling any employee off his job, or by related conduct."

'CEASE NOTICE' FOR 60 DAYS

He also recommended that the labor organizations and their agents be required to notify the six employees called off the Breeze Inn job, "that they are free to work on building jobs on which Kimsey Mfg. Co. is contractor if assigned to such jobs by their employers and that their acceptance of such employment will not prejudice their rights, privileges, and standing in the respondent labor organizations." He further recommended that the labor organizations and their agents be required to sign and post notices for 60 days announcing that they will cease their illegal conduct.

The Spokane Building and Construction Trade Council placed Kimsey on its unfair list in 1946 after a dispute between the company and two of the Council's 15 affiliated locals. The Council then notified the Building Trades section of the Washington State Federation of Labor and the Federation notified all Building Trades Councils in the State of Washington of Kimsey's "unfair" listing.

In July, 1946, one of the locals involved in the dispute with Kimsey persuaded the Spokane Central Labor Union to place Kimsey's name on its "We Don't Patronize" list, which the Council distributed quarterly among its 65 affiliated A.F.L. local unions. The trial examiner found that the "laws" of both Councils provide that they may seek disciplinary action against local unions and union members who fail to heed the unfair lists.

6 QUIT DURING INSTALLATION

Construction of Parrish's tavern was begun in February, 1948, by contractors and sub-contractors employing A.F.L. craftsmen. In November, 1948, Parrish contracted directly with Kimsey for manufacture and installation of both fixtures and refrigeration. In mid-December, 1948, while Kimsey's employees who were members of a C.I.O. union were installing the fixtures, agents for the A.F.L. labor organization informed two plumbers, two painters, and two electricians that the job was "unfair" and the six quit work.

On Dec. 27, 1948, Parrish, while attending a meeting of the Executive Board of the Building Trades Council, agreed to have the fixtures installed by Kimsey removed if he would be permitted then to complete his tavern.

Of this, the trial examiner said:

"Permission was granted. Parrish then arranged to have other fixtures put in by A.F.L. labor, and Kimsey was notified to tear out those which he had installed. The A. F. of L. workmen, previously named who had left the job, returned, and Breeze Inn was completed. Kimsey was charged by Parrish with the cost of removing his fixtures as well as for a delay of 17 days in completing the work on Breeze Inn."

On May 20, 1949, four days after final filing of charges by Kimsey, the N.L.R.B. General Counsel applied for an injunction against the labor organization's alleged illegal activities. On Sept. 16, 1949, United States District Judge Sam Driver, at Spokane, denied the petition for injunction but indicated that it might be renewed on the Court's next motion day, Oct. 13, if additional evidence of further violations was found by that time.

Kelvinator Prize Goes to Serviceman In St. Paul

MINNEAPOLIS — Kelvinator's Minneapolis zone organization has completed a successful mid-year promotion on commercial refrigeration products, parts, and supplies, using a week's visit to the Sixth All-Industry Show as grand prize.

Winner of the free trip for two was K. P. Cadwell, owner of Cadwell Refrigeration Service, 422 Selvy Ave., St. Paul. His 25-word statement explaining why he preferred Kelvinator products was adjudged best.

The award climaxed a five-month promotion, the "Kelvinator Appreciation Contest," open to all independent refrigeration servicemen, contractors, and appliance dealers. Entry blanks were issued to those who purchased Kelvinator refrigeration parts or supplies during the contest. Included in the award are ocean-front accommodations at Hotel Traymore.

STEEL STRIKE

Appliance Dealer's 'Scare' Copy Makes Most of Crisis

CHEYENNE, Wyo. — The steel strike has been converted into a potent sales aid at Jack's Appliance store here, with full-page advertisements with "scare" heads and illustrations of idle steel mills, resulting in the biggest sales volume in refrigerators and washers to date in 1949, reported Irv Crown, manager.

The first advertisement, devoted mostly to the Philco refrigerator and the pay-as-you-go meter plan, carried the headline, "Steel Strike Begins!" clear across the page. A reproduction of a Western Union telegram addressed to the appliance store, read:

"Because of uncertainty of steel conditions we cannot give definite shipping dates to your standing orders. We will forward any information which we are able to authenticate. Do your merchandising accordingly," and signed by Chief Appliance Co., Philco distributor.

A typical caption under the advertisement pictures read: "Silence, The towering stacks rise clean-cut against the sky, smokeless, and in the crowded railroad yards the cars stand idle. The furnaces are cold and sounds of the mill are gone. The steel strike is on. These pictures are of the Carnegie-Illinois plant at Gary, Ind."

"Production stops on all types of major appliances. . . . Situation is critical because of no previous stockpile in reserve. . . ."

Large sub-heads carried such exhortations as "Warning! Buy Appliance Now!" "We Urge You To Hurry" and "First Come! First Served! While Small Stock Lasts!"

No money down, up to two years to pay, and liberal trade-in allowance on the customer's old electric refrigerator, also were featured with good success in the promotion, according to Crown.

Two days after the first advertisement appeared, another full-page spread was used, with the headline, "Steel Strike Rages On," and featuring Easy washers. The meter payment plan also was emphasized. Another telegram from the distributor of Easy washers was part of the copy.

The promotion also has materially benefited sales of home freezers and roasters, the Cheyenne merchant stated.

Net Profit Climbs at Hussmann During First 9 Months of 1949

ST. LOUIS—The Hussmann Refrigerator Co. here has reported a net profit of \$1,341,248 for the nine months ending Sept. 30. This is equal to \$3.32 per common share.

For the same period last year, the net profit was \$1,265,204, or \$3.17 per share.

For the three months ending on the same date, the net income was \$520,878 or \$1.30 per share as compared with \$453,891, or \$1.14 per share last year.

Ionia Firm Handles Youngstown

IONIA, Mich.—Electric Service and Supply Co. here has been named dealer for Youngstown Kitchens by Radio Equipment Co. of Grand Rapids, distributor.

THE WORLD'S LARGEST DISPLAY OF

Refrigeration Equipment

at the 6th ALL INDUSTRY

REFRIGERATION and AIR CONDITIONING

EXPOSITION

THE WORLD'S GREATEST LINE OF

Peak Performance Products

at the SPORLAN EXHIBIT

BOOTHS 315-17-19

Atlantic City Auditorium Atlantic City, New Jersey November 14-18, 1949

SPORLAN MANUFACTURES

SOLENOID VALVES • SOLENOID PILOT CONTROLS • MODULATING PILOT CONTROLS

REFRIGERANT DISTRIBUTORS • STRAINERS • CATCH-ALLS

and the Only THERMOSTATIC EXPANSION VALVES with SELECTIVE CHARGES

and FLOW MASTER ELEMENTS

SPORLAN VALVE COMPANY

7525 SUSSEX AVENUE

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NEW PROFITS!

FOR HEATING AND AIR
CONDITIONING DEALERS



A real money maker for you. Here's your chance to get in on the ground floor of the sales and distribution of GERMATROL GLYCOL VAPORIZING UNITS—the scientifically-proved unit that removes bacteria and virus from the air we breathe — on a 24 hour basis. Units now installed in many public buildings, banks, and department stores actually kill cold germs in the air and reduce the incidence of colds and cut down absenteeism. Germatrol Corp. is offering national distribution of these glycol vaporizing units that can be installed as a part of the present heating and air conditioning systems.

Factory representatives, Distributors, Dealers:

We invite your inquiry concerning our exceptional, exclusive sales plan. Write NOW for descriptive literature—620 Brookline Blvd. Pgh 26, Pa.

"makes any place a healthy place to live"



Heads Mfg., Engineering



HARRY L. SPENCER

Norge Names Spencer --

(Concluded from Page 1, Column 4) The Norge central offices in Detroit. The five plants of which he will have charge are located in Muskegon Heights, Mich., where refrigerators, freezers, and home heaters are made; in Muskegon, Mich., where rollator compressor units are manufactured; the Effingham, Ill., range plant; Herrin, Ill., washer plant; and the Chattanooga, Tenn., plant where water coolers and rollator compressors are made.

15% Down Beats Sales Tax

TALLAHASSEE, Fla.—According to L. M. Tribble, legal advisor to State Comptroller C. M. Gay, a person may buy a new refrigerator or anything else on the installment plan before Nov. 1 without paying the new 3% state sales tax—if there is a 15% down payment.

Creditor Plan --

(Concluded from Page 1, Column 2)

"Our domestic and foreign markets have been preserved and during the past two years we have fulfilled all sales contracts, rendered full service and supply to all our customers, and if anything, have strengthened our position in industry by greater emphasis on our more profitable lines of manufacture."

Mills Industries, founded in 1889 by Herbert S. Mills, has 972 employees and has its plant and general offices at 4100 Fullerton Ave. It is said to be the world's largest manufacturer of coin-operated vending machines.

Present-day products of Mills Industries include completely automatic vending machines with change-makers, dispensing soft drinks in bottles or in paper cups suitable for Coca-Cola, Pepsi-Cola, and other soft drinks.

It also manufactures compressors and condensing units for air conditioning and refrigeration purposes; gum and candy vending machines; weighing scales; and coin-operated devices.

Mills was represented in the settlement proceedings by the firms of Schwartz & Cooper, and Bluford, Krinsley, Schultz & Voorheis. The attorneys pointed out that the entire plan of arrangement was worked out without the appointment of a receiver by the court.

REWA Offices Moved to New Cincinnati Location

CINCINNATI—The Refrigeration Equipment Wholesalers Association has announced that effective Oct. 21, it has moved its offices from 920 E. McMillan St. to 3402 Burnet Ave., Cincinnati 29. The telephone number remains Woodburn 3740.

The new quarters are located on the ground floor in a new, fireproof building. Convenient parking facilities are available.

These Veterans Move Up at Alco Valve Company

J. E. DUBE
PresidentA. L. BAKER
Sales Promotion Mgr.A. ULBERT
Vice PresidentG. J. BOEPPLE
Sales ManagerJ. A. SCHENK
Chief Engineer

Plants May Feel Steel Strike by Nov. 1 --

(Concluded from Page 1, Column 5) and most of that division would be closed down.

Miller stated that "irrespective of an immediate settlement of the steel strike, the materials situation in Erie Works will remain critical." He added that even after the end of the strike, there will be a substantial lapse of time before quantity production could be attained again.

H. C. Buckingham, vice president of Thor Corp. told 1,100 workers in the firm's Chicago plants that "the steel strike will have completely crippled our washing machine production by the end of this month. If the strike were to end today, it would not materially change this situation."

He noted that, as an emergency measure, Thor had decided to hold its annual year end inventory during the first two weeks in November instead of in December. This, he said, will give employment to about 400 persons who otherwise would not be working. The other 700 are scheduled to be laid off by Nov. 1.

C. G. Frantz, president of Apex Electrical Mfg. Co. told his employees "If the steel strike is not settled within the month we will run into shortages which will necessitate substantial cutbacks."

He declared, however, that the firm is currently maintaining almost full production.

J. L. Johnson, general sales manager for Gibson Refrigerator Co., reported that Gibson had enough steel on hand to run well into November, but warned that the lack of any small, but necessary part could shut down production on a particular appliance at any time.

He offered the assurance, though, that the company's schedule is flexible enough to permit shifting from one product to another in order to keep the assembly line running as long as possible. He indicated that refrigerator production would be emphasized.

Louis Ruthenburg, chairman of the board for Servel, Inc. asserted that the steel strike, fortunately for Servel, occurred during the last month of the fiscal year, when many departments in its gas refrigerator plant are closed down anyway.

He said that the company has enough steel on hand to continue production until December.

Steel warehousemen, who have re-

ported a very brisk business since the start of the strike, have announced that shortages are already developing in sheet and strip steel, the type predominantly used by appliance manufacturers.

This situation has led to speculation about the return of the gray market. The *Wall Street Journal* quoted one Chicago purchasing agent as saying: "It (the gray market) isn't very noticeable yet. We've received a few offers of stuff, mostly steel we can't use, at prices above those warehouses quote."

"But if the strike lasts, the gray market will be back strong. Those fly-by-nights who turned a fast buck right after the war are still around."

However, one steel warehouseman seemed to think that manufacturers today would rather close down their plants than try to operate at increased cost on high-priced steel.

The *New York Times* recently surveyed large volume buyers of appliances such as department and chain stores and came away with the definite impression that if merchandise started to get short, they would "throw their weight around" to get more than their share of the available merchandise.

The paper found that appliance distributors had no intention of letting them get away with it and indicated that, if appliances were put on allocation, they would scrupulously try to make a fair division.

One distributor was said to feel that all dealers, large and small, would feel a merchandise pinch before the year is out.

Secretary of Commerce Charles Sawyer last week issued a statement on the steel strike's effect on the nation's economy in which he stated:

"From estimates made by the Department of Commerce, based on recent surveys, it appears that even by Nov. 1 the strike, if continued, will cause the unemployment of approximately 2,000,000 workers in the metal-working and other industries, including the steel workers on strike."

"From Nov. 1 on, unemployment will increase at an accelerated rate. Between Nov. 1 and 15, according to available information on inventories of iron and steel in the hands of users, the mass production industries, such as the . . . electrical appliance . . . industry will find it necessary to reduce the number of their workers drastically."

Alco Appointments --

(Concluded from Page 1, Column 4)

Schenk, who was educated at the University of Detroit, joined the company as a member of its engineering department in 1935 after previous experience in the research department of the Sunbeam Electric Co. At the time of his appointment he was serving as manager of Alco's Chicago office.

Baker has been in the refrigeration industry for the past 15 years and with Alco's sales department in an administrative capacity since 1944.

Ulbert, who has been associated with the sales department since he joined Alco in 1933, continues as manager of the eastern sales division. Keethler, who joined Alco in 1942, continues as plant accountant.

Groups Study Omaha Code

(Concluded from Page 1, Column 5)

3. Additions and changes require similar procedure to the above.

4. Repairs, except of maintenance nature, must be reported to the building department.

5. Both the owner and refrigeration installer may be guilty of unlawful installation. They may be penalized and the job ordered removed.

6. Penalties range from \$5 to \$100 or a jail sentence of not more than 90 days, or both.

The code was framed on recommendation of the city fire and building departments.

WHY PAY MORE...

when you can buy this GENERAL CASE which offers all the features of cases selling at almost double its price . . . Plus a firm MONEY-BACK GUARANTEE



at \$199.00 NET
F.O.B. N. Y.

MM4: FUL VISION CASE

4' Ful Vision Case finished in glistening baked enamel with chrome trim. Triple Thermopane glass. Coils hooked up.

SPECIAL 1/2 H.P. air-cooled Chrysler Airtemp Unit \$69.00

- Convenient hinged rear door
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- New type fluorescent fixture for brighter display
- All parts easily replaced
- Also available in 5' & 6' lengths
- All sizes available self contained, ready for plug in.

Write for information on our complete line of Commercial Refrigeration

GENERAL REFRIGERATORS CORPORATION

678 BROADWAY, NEW YORK 12, N. Y.

UNCONDITIONAL GUARANTEE

If, after purchasing the MM4 Ful Vision Case, you find that it does not come up to your complete satisfaction, we will take it back, paying freight costs for return—and Refund Your Money in FULL

Gibson Shows 1950 Line to Midwest Distributors, Tells Advertising, Merchandising, Promotion Plans

GRAND RAPIDS, Mich.—Gibson Refrigerator Co. revealed its 1950 line of refrigerators, ranges, and home freezers to the company's Middle West distributors here Oct. 10 and 11.

This was the second such regional convention and the 14 members of the Gibson office staff will repeat the presentation at New York City and San Francisco during October.

The Gibson refrigerator line was presented to the midwestern distributors by Paul Eckstein, assistant general sales manager; the home freezers by W. J. Browne, divisional manager; and the range line by G. L. Rees, range sales manager who also served as chairman of the meeting.

In addition advertising, merchandising, and promotion plans for the coming year were presented by Gregory V. Drumm, advertising and sales promotion manager, and J. F. Klintworth, divisional manager.

According to Drumm, Gibson will release dealer promotions at intervals of about 60 days during the coming

year. The first of these promotions is built around a plastic "piggy" bank labeled "never-before-seen-features for only pennies a day." Dealers will give the "piggy" banks to prospects to help them save the down payment and to remind them they can have a new refrigerator, freezer, or range for only pennies a day.

Distributors were presented with a complete sales kit entitled "Gibson Selling Program." This kit contained an abbreviated text of the meeting to assist distributors in holding their own dealer meetings. In addition, this sales kit contained specialized promotional material to aid distributors and dealers in promoting and selling the Gibson line of appliances such as reprints of sample trade and national consumer publication advertisements, copies of various catalogs, direct-mail pieces, cooperative advertising aids, illustrative broadsides showing display and demonstration materials, motion picture folder, sample specification sheets, suggested radio spot announcements, etc.

E-Z-SEE LIQUID INDICATORS

Now available in three end connections; male flare, female X male flare, and O.D. Sweat . . . in sizes 1/2", 3/4", 1". The 100% answer to the industry's demand for a foolproof, safe, liquid indicator. Positively leak-proof and . . . E-Z to see through.

Male flare both ends for line installation
One end female flare for direct attachment to drier
Sweet connections—permit soldering without disassembling

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Remco—at the Exposition
Booths 727 and 729.

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COMPLETE UP-TO-DATE

1950 OFFICIAL
NARDA Trade-In Guide

TRADE-IN GUIDE NOW!

5 GUIDES IN 1

Refrigerators
Electric Ranges
Gas Ranges
Washers
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COMPLETE—1950 trade-in prices and descriptions of over 6000 appliances.
AUTHORITATIVE—Scientifically prepared. Checked by independent dealer panel.

Order one today for every salesman.
Still \$5. 6 to 25 copies, \$4 each.

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20 N. Carroll St.
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Send me . . . copies of the 1950 5-in-1 NARDA Trade-In Guide.

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PRODUCTS COMPANY
Manufactures of...

REFRIGERATOR SHELVES · STAMPINGS
FORMED AND WELDED PRODUCTS



Tops in Baseball—the NEW YORK
YANKEES and in Refrigerator Shelf
Manufacture—WALL.

WALL WIRE PRODUCTS COMPANY Plymouth, Michigan

Electronic Cooking Value Assayed

Needs Many Revisions Before
Homemaker Can Utilize It

ITHACA, N. Y.—A critical, yet hopeful, preliminary report on the value of electronic cooking was made recently by Kathryn Causey, research associate of the School of Nutrition, Cornell university.

Miss Causey reported on a research project now in progress that is being sponsored by the U. S. Navy to test such factors as palatability, nutritive value, weight losses, cooking times, and bacterial counts of ground pork, beef, and lamb cooked in the electronic oven as compared with these meats cooked by conventional methods.

One of her conclusions was that "high frequency cooking must undergo many revisions before the homemaker can use it, but eventually it may be found in the home."

Miss Causey pointed out that "high frequency cooking is almost magical in its astonishing speed, which is so fast that eggs explode and popcorn can be popped right off the cob, buttered, salted, and too hot to eat."

High frequency cooking is accomplished by microwaves, she explained, which cause excessive agitation of the molecules of the food and produce heat by friction.

"The electronic range produces energy in just the same way as a radio transmitter does, but the energy is directed into the oven, instead of out into space. The high frequency waves enter through a glass window in the rear of the stainless steel cubical oven."

"A radio antenna in the top of the oven revolves throughout the cooking process to aid in even distribution of the energy. Since metal reflects the waves, glass, pottery, paper, or plastic dishes must be used for high frequency cooking. The need for potholders is eliminated since the oven and the cooking dishes always remain cool. The waves activate only substances that contain moisture."

Speaking of one particular make of electronic range, Miss Causey said:

"Pencil size holes form a grid in the oven door, which allows the cook to see in. But the holes are of such a size and so spaced that the high frequency waves cannot escape."

"Operation of the range is simplified by the control panel above the oven door. Cooking time is regulated by a timer that turns the oven off after the seconds or minutes designated."

"The cook is protected against burns by an interlock in the door hinge which automatically shuts off the current when the oven door is open."

Turning to the research program itself, Miss Causey pointed out that in cooking meat patties, two methods were used. By one method the patties were cooked directly in the oven. By the other, the patties were pre-seared to give them the normal appearance associated with cooked meat and the cooking finished in the electronic oven.

When meats are cooked solely by the electronic method, they do not brown on the outside, it was pointed out.

"Although the study is still in progress, some preliminary observations indicate that the unbrowned high frequency cooked patties were less acceptable in palatability than the pre-seared, high frequency cooked patties, or than those patties cooked by conventional methods," Miss Causey stated.

"This lower palatability score

seems to be reflected in the less attractive appearance, and the lack of the flavors that are developed in the browning process."

"The differences in the retention of nutrients between the high frequency cooked samples and those conventionally cooked appear, at least in those analyzed in the study so far, to be relatively small."

"There is a great difference in the cooking times between the electronically cooked and the conventionally cooked patties. A single 1/4-lb. frozen

meat patty requires approximately one minute to be electronically cooked."

"Since this method of cooking must be timed on a unit basis, five patties require very nearly five minutes. This is contrasted with the conventional methods in which either one or five patties would require about the same time to cook. But the total time is much greater—about 30 minutes if pan broiled or close to 17 minutes if oven broiled."

"Another amazing procedure is that of cooking frozen vegetables," Miss Causey continued.

"Since foods are satisfactorily cooked in paper, it is a simple thing to place a package of frozen vegetables, wrapped and right out of the freezer, into the oven."

"When cooked, the hot vegetable is poured out of the package—and there's no cooking water to worry about. In some cases it is necessary to wrap the package of frozen vegetables in an extra layer of heavy paper or parchment to prevent excess moisture loss. Cooked in this way, frozen peas require about 3 minutes."

"Baked products, such as bread and cakes, at the present time are not satisfactory because of the peculiar texture and the lack of browning. Several mills are working on recipes adapted to high frequency baking, so perhaps, with new formulas or new techniques, the present difficulties will be overcome."

"Perhaps the greatest commercial use of this new cooking device is for short order service in hotels, and restaurants."

Mfr. Conference Booth Idea Clicks, NAED Plans More for '50 Convention

NEW YORK CITY—So enthusiastic was the acceptance of the manufacturer conference booth idea tried out at the last convention of the National Association of Electrical Distributors, that the association has decided to repeat it and make twice as many booths available at its next conclave.

Charles G. Pyle, managing director of the association, which was formerly the National Electrical Wholesalers Association, made this known in announcing that the group will stage its 1950 get-together at Convention Hall, Atlantic City, N. J. from June 12 to 15.

The idea of the conference booth was conceived by Pyle as affording top executives of appliance manufacturing firms an opportunity of renewing personal contact with distributing officials.

Pyle pointed out that the growth in membership of the association to include more than 900 distributing firms in all states and the territory of Hawaii, has enlarged its conventions to the point where manufacturers and distributors have found it increasingly difficult to arrange personal contacts at that time.

The success of the conference booth experiment last summer, when 115 booths were made available, can be measured by the fact that only one month after the convention, contracts for next year's booth space had been signed up by more manufacturers than were accommodated in the entire booth area.

Mechanics of the "Manufacturer Conference Booth Center" at Atlantic City will operate in this way, according to Pyle:

"Sufficient booth space is arranged for immediately adjacent to the convention hall. Furnishings and essential equipment are obtained from concerns engaged in servicing large exhibits and displays. A price per booth is established and a schedule of available space is then prepared."

"Contracts in duplicate, are sent to interested manufacturers for their signatures. Stipulations in the contract . . . provide for:

"1. The presence of principal officers of the company at all times during open hours."

"2. The operation of booths only at stated times which will not conflict with convention sessions."

"3. The operation of booths only for conference purposes and without any display of products (literature may be on hand if desired). If the distributor, or the manufacturer, requires a protracted period and more privacy, an appointment can be arranged at the booth for mutually favorable time in the rooms of either one, or at some other place of their choice."

"4. The omission of any entertainment or refreshments from the booth area."

"The association provides a large directory in the foyer of the convention hall listing the name of each booth holder with booth number, and also the location of the hotel quarters of the company operating the booth. Space is limited to manu-

facturers and trade papers in the industry."

Booth prices are \$100 for a 10 by 10-ft. booth and \$200 for a 10 by 20-ft. booth.

According to the contract applications, the booths may be open for two 2-hour periods on June 12, for a 2-hour period on June 13, a 3-hour period on June 14, and a 2-hour period on June 15.

August Canadian Sales Boom

OTTAWA, Ont., Can.—Household appliances scored the largest sales gain in department stores during the month of August, the Bureau of Statistics reported. Appliance sales mounted 35.1% over the corresponding month a year ago.

Remember Your Customer's Birthday And He'll Remember You

DETROIT—Customer relations—getting him to come back to your store and buy more goods—has developed into a fine art.

One practice that works very successfully is to remember his birthday or anniversaries.

Some retailers and manufacturers with money to spend, send their customers rather expensive presents—the kind that he is bound to keep with him throughout the year and use frequently, thus often bringing to mind the donor. Such gifts include shaving kits, poker kits, steak knives, cutlery, and billfolds.

Another kind of gift that makes a good impression on the receiver is a certificate offering a discount on a purchase or some free service. Along this line a dress shop presented important customers with a 10% discount certificate on their birthdays. A gas station gave a free lubrication job as a birthday gift.

Stores that have used a system of remembering their customers on personal occasions report that a high percentage acknowledge the gifts and compliment the donor.

Yates Earnings Drop Slightly

BELOIT, Wis.—Yates-American Machine Co. has reported a net income of \$836,623 for the year to June 30, which is equal to \$4.24 per share. This compares with a net income of \$895,593, or \$4.53 per share for the previous fiscal year.

THE CARTON
Sturdy protection for coil
Tube specifications easily read
Easy to stock
Easy to inventory
Easy to handle
Easy to reship

THE TUBE
Priced on per-coil basis
Dry and clean
—solder sealed both ends
Uniform
—in diameter and wall thickness
Easy to bend
—installations can be made quickly and economically

WOLVERINE

Wolverine Copper Refrigeration Tube

INDIVIDUALLY CARTONED 50-FT. COILS . . . PRICED ON PER-COIL BASIS

Presents modern method of merchandising. Handling, selling and reshipping are greatly simplified. We provide many sales aids such as booklets and display material.

Here's a tube you can well be proud to sell. It satisfies your customers and satisfies the profit side of your ledger.



WOLVERINE TUBE DIVISION
CALUMET AND HECLA CONSOLIDATED COPPER COMPANY
INCORPORATED

MANUFACTURERS OF SEAMLESS NON-FERROUS TUBING

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DETROIT 9, MICHIGAN

TYPHOON PACKAGED UNITS

The MOST Air Conditioning at the LOWEST Cost Per Ton

1 1/2 to 10-ton units 1909 1949

NATIONALLY ADVERTISED

TYPHOON Air Conditioning Co., Inc.
794 Union St. • Brooklyn 15, N. Y.

35,000 SQUARE FEET OF STORE AND WAREHOUSE SPACE

The Supply House That Service Built



Everything you need in REFRIGERATION, AIR CONDITIONING, HEATING PARTS and SUPPLIES

Save time and energy . . . order from our new catalog. Efficient same-day service, from men who know your business. Keep your stocks complete from our stocks. Wholesale only.

SERVICE SP PARTS CO.

2511-2611 LAKE ST.

MELROSE PARK, ILL.

With Warm Approach

Electric Range Advantages Can Be Sold To Housewives In Natural Gas Country

For dealers and salesmen selling electric ranges to the housewives, Edward Taylor's remarks in the accompanying article are as good a summation of the main sales arguments involved as we have ever run across.

This is an article that can be read with profit by every individual engaged in selling electric cooking.

Excerpts from an address by Edward R. Taylor, Sales Manager, Hotpoint, Inc., at the Dallas Power & Light Utility Management Conference, Sept. 28, 1949

I work for Hotpoint, Inc., and it is very easy to think of my duties as being related to the manufacturing end of the electrical industry. This is not true—my entire responsibilities are to get sales. You, as the salesmen and dealers who MAKE the sales, have a stronger influence on the styling and production of the products you sell than I have. Each of you meets more housewives daily or weekly than I do.

The American economy is a SELLING ECONOMY. The incomes, hopes, happiness, and the jobs of almost every one of the 140 million people in this country depend very directly on selling. As representatives of the million citizens engaged in selling, your efforts will decide whether all America is to have good times or bad; inflation or deflation; jobs for all in our industries and agriculture or stagnation. You link industry to the home.

Please let me put those rather broad ideas into examples that are more closely related to our jobs. Those here who are dealers have invested money that perhaps represents savings from many years of past earnings. Although you may have other capital, your power to earn money for present and future needs of your families is tied up in the retail enterprise you operate.

The futures of dealers' salesmen is equally directly tied up with the welfare of the dealer's operations. Whether you work as an outside salesman or on the floor, the store must make sales in sufficient quantities to pay the overhead and keep the business alive.

Factories in all parts of the nation are producing appliances for you to sell; factory and distributor sales representatives link you and your customers with the factory. It is only by producing in the large quan-

ties that mass sales bring that we can have the mass production that brings low prices, thus keeping electrical goods competitive with other commodities. Your competition is not other appliances as often as it is cars and summer family vacation.

Today all parts of the nation are served by electricity. It is available today in many areas where only wood was available for cooking until the last twenty or thirty years. However, even though electricity is available as the best means of cooking, it has not reached the point in public acceptance where people in many areas will walk into stores and demand an electric range over one of the less modern types. There are several reasons for this:

- (1) Illuminating gas, both natural and artificial, is still extremely available in many places.
- (2) Electricity is the new cooking fuel and its educational job for cook-

ing is not completed.

(3) The electric range merchant has not been selling and telling his story for more than one generation in most areas as have some of the competitive fuel dealers.

Of all of the types of fuel available for cooking, electricity is the only one that does not involve combustion. A woman can leave her electric range with perfect safety. If she has a gas flame and the wind blows it out, the house could be gone when she returns. Gas keeps coming whether the flame is there or not. Therefore, the electric range salesman is selling freedom as the most dramatic non-competitive quality that his product brings to the home.

Perhaps next in importance to the woman who spends a great amount of her time scrubbing and cleaning is the cleanliness of electricity. No soot can come out of a wire, and electricity is the only fuel that does not have products of combustion.

Electricity Makes Cool Kitchen

Next let us consider the effect of the range on the temperature of the kitchen. When you are using the surface units of the electric range, the vessels sit directly on the heated coil. This means that all of the heat that comes from the unit goes directly into the vessel. With a gas flame, and many gas range manufacturers say this in their advertising, the flames escape up over the sides of the vessel with any place from 20 to 60% of the heat going off into the air in the kitchen. I have seen that demonstrated in cooking clinics many times, and I have demonstrated it myself.

Equally important to room temperature is that heat which comes from the oven. The electric range has six fully insulated sides. It is not necessary to have an open bottom nor a flue for combustion. Working as it does from a clock, the moment the temperature to properly bake or roast is reached the unit shuts itself off and otherwise reduces the heat input until more heat is again needed.

There is never a variation in the electrical energy that is put into the oven, where as such variables as gas main pressures and the number of other uses being made in the home of gas, at a given time, have a very real effect upon the amount of heat that goes into an oven, regardless of what the so-called gas regulator shows.

Fuel Source No Problem

I said earlier in these remarks that accessibility of fuels has played a large part in determining which were used in different areas. Today, with electricity equally available in this area with any other fuel it is no longer a question of which is easier to procure. Whatever costs are involved in installing an electric range—and I believe here the customer pays \$42.50—is more than saved in cleaning bills alone in the first year that the electric range is operated.

In closing my talk, I should like to take a few moments discussing some sales reminders about the time and place for the man who knows and tells the foregoing facts:

(1) You are calling on America's No. 1 purchasing agent who operates America's biggest industry—keeping house. Unlike the man selling carloads of steel, you need not travel 40 miles between calls. In fact, I could travel 40 miles here in Dallas and never be over 100 ft. away from the next call I was to make.

(2) With the support that the dealers and salesmen of Dallas are getting from the electric company, a great share of the interest that must be aroused in order to make a sale has been created before you make your call. However, you are not selling the fuel that most people have bought for the longest period and therefore, you must TELL your story COMPLETELY at every call and you must get your customers into the stores to see your product.

(3) In the Dallas area we do not have a general acceptance for electric

cooking over gas, its principal competitor. The development of that preference wherever he calls, is the job for the salesman. At first glance it might seem that he would fare better selling the competitive product.

Here is why that is not true: electric cooking, just like electric lighting, is the modern new fuel with a future. It has so many points of superiority it is obviously the product upon which to build for future security.

I will make one point to bear this out: there are more than forty manufacturers whose main business is gas ranges who are today making electric ranges or have one on their drawing boards ready to spring as quickly as they can get it out. Also, I might mention that while directly before the war gas ranges across the nation outsold electric seven to one, today they are selling neck-to-neck.

Apply Value to Family Need

(4) Upon each call you must give a specific sales story related to the customer's own home. You must apply the uses and values of electric cooking to her family's needs.

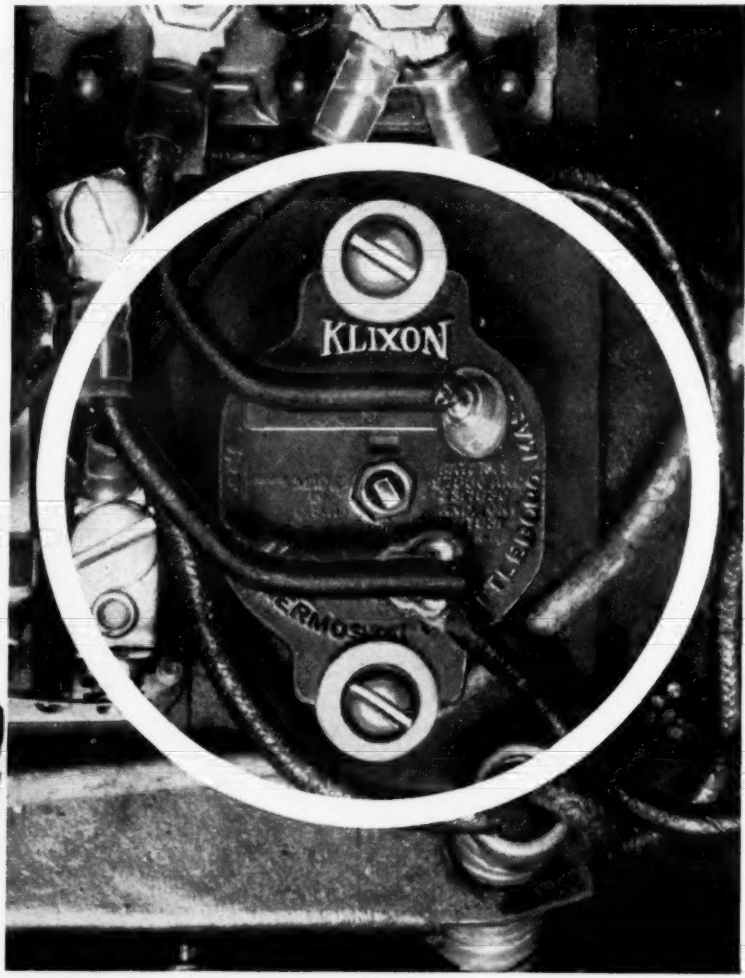
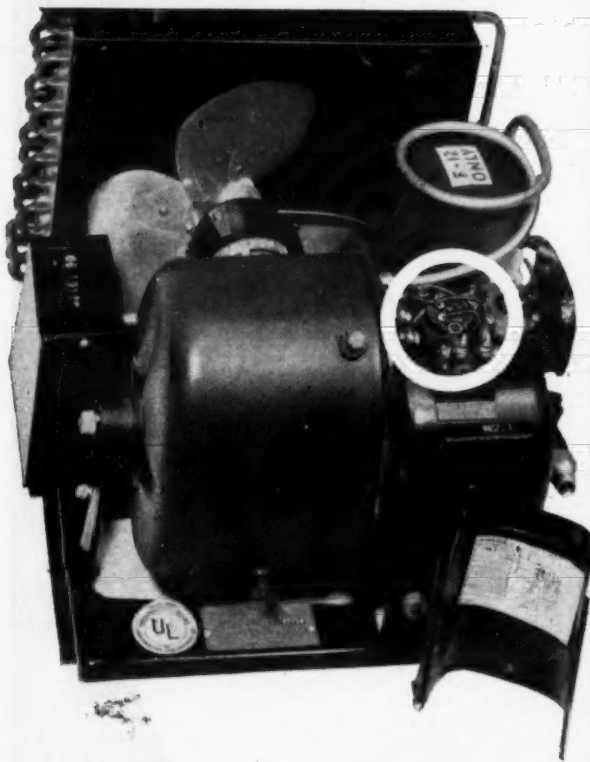
Actually, all women decide which product they will buy for reasons that have scant relationship to logic. You must tell a good, warm, and human story that directly relates to her family. I make this point with some emphasis because many electric range salesmen in my experience have based their story too much on the nuts and bolts of a product just because it has mechanical perfection.

(5) The final point that I should like to make regarding your selling effort is the need for conducting your transaction through to its close in a manner that insures you of getting an order. This might include going to your customer's home in your car and driving her to the store.

Where the customer is a store shopper it would include seating her at a table where you could go into a full discussion of how she can buy the range. Even more important than these points would be to set up the arrangements to have her husband present with her so that you will have the whole family ready to make the investment when you are ready to complete your story.

Before leaving this subject I should like to say that because electric cooking is for the present the minority fuel, you should never overlook the fact that its many advantages have made very strong boosters out of those who have it.

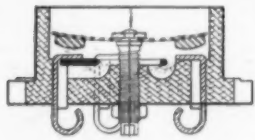
A salesman should never leave an area where he has sold one range without first getting that new owner to send him to her friends and where possible, to permit him to bring in some of the neighbors to see the superior cooking job it does.



KLIXON *Dome Mounted* PROTECTORS

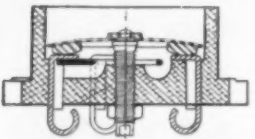
Increase the Life-Span OF HERMETIC UNITS

HOW KLIXON PROTECTORS WORK!



CLICK... IT'S OFF!

Should a motor become overheated and dangerously hot, the Klixon Protector snaps the power "off" preventing the motor from burning out.



CLICK... IT'S ON!

When the motor cools to safety, the Klixon Protector snaps the power "on" automatically.

- Prevent Motor Burnouts
- Reduce Servicing
- Minimize Repairs and Replacements

More and more manufacturers of hermetic units are assuring full motor life from motors in hermetically sealed compressors by protecting them with Klixon Dome-Mounted Protectors.

Here's how—mounted on the dome where they follow every motor temperature change, they shut "off" the power should the motor become dangerously overheated regardless of the cause. Then, when the motor cools sufficiently, they automatically snap "on" the power again, enabling the unit to provide refrigeration. And remember the protection is permanent... keeps the motor from burning out for the life of the refrigerator.

Whether you are a manufacturer of hermetic units or a user who incorporates the mechanism in your own brand of refrigerators, show-cases, beverage coolers, etc., it will pay you to specify "Klixon dome-mounted Protectors on hermetic units."

KLIXON MOTOR STARTING RELAY

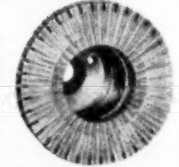
completes the combination required to start and protect the hermetic motor. Its positive action and long life eliminate starting troubles and make it a fitting companion for the Klixon Protector used and recommended by leading refrigeration manufacturers.

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Genuine Joe says...
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New Office Building Designs Call for Air Conditioning

ASHVE Hears Integral Systems Cut Initial Costs

CHICAGO—Probably no office buildings are under construction or are being planned today where air conditioning is not included, in the opinion of George R. Bailey, manager, Albert H. Wetten & Co., Chicago real estate firm.

Speaking at a meeting of the Illinois Chapter of the American Society of Heating & Ventilating Engineers, he pointed out that when air conditioning is figured as an integral part of a new structure, such as an office building, better utilization of space and the fact that light courts need not be provided afford numerous economies and more income producing areas.

In his opinion, a full floor development can be produced, complete with air conditioning, fluorescent lighting, and acoustical ceilings for only about 8% more than a standard floor without air conditioning and with ordinary lighting.

This means that only about 10% more rent will be required, and in addition, management will have rentable space that is air conditioned and will be in a favorable position from the standpoint of competition.

Bailey believes that when approximately 10% of the office buildings in a given area are conditioned the others will be forced to follow suit by the impact of competition.

The fact that comprehensive records of all operating expense items, including fuel and maintenance, are important to building management was brought out. Data obtained is used in determining what types of equipment, maintenance, and service contracts with outside firms are justified.

He cited a number of examples and gave figures on various types of structures to show how maintenance requirements are analyzed by management.

Highlights of another talk at this meeting by Walter A. Stahl were based upon his experiences as operating manager of Chicago's famed Merchandise Mart.

In his opinion it is mandatory that management make a complete analysis of the maintenance duties to be performed. He is also of the opinion that it is more economical to keep a smaller maintenance force confined to that work than to have a larger group also engaged in construction work. Such work at the mart is done by outside contractors.

Stahl's remarks served to point out that maintenance of heating, ventilating, and air conditioning equipment is a major item in a large building and demands careful planning and regular schedules.

Squeezing the Btu's

Diesel Heat Pump Provides Conditioning, Hot Water for Village Shopping Center

WILTON, Conn.—A dieselized heat pump is providing year-round air conditioning for the shopping center here.

The center includes a three-story Wilton Arms apartment house with 25 two-room apartments, a nursery school, and 14 different stores and offices.

The air conditioning system, designed and installed by J. L. Gauthey, a local contractor, operates in a very efficient manner. The water that cools the three Trane Climate Changer air conditioners moves on to cool the diesel jacket water. This water is further heated by the diesel exhaust gas heat exchanger and is finally used to heat the domestic hot water.

Here is how the flow cycles work in both winter and summer, according to Trane:

"Summer operation is as follows: Well water at approximately 55° F. passes through the chiller and goes to large insulated storage tank at 42° F.

"From the tank it is pumped to air conditioning units where it picks up 28°, back to condensers where it picks up more heat and at 94° F. is passed on to the diesel jacket cooler.

"Diesel jacket water at 165° F. mixes with condenser water and returns to engine at 158° F. The heating cycle water passes to the engine exhaust gas heat exchanger where it picks up an additional 7° to give

165° F. water for heating the domestic hot water.

"In winter, two systems are set up changing four valves. The first system merely pumps well water from one well through the chiller where it gives up its heat before being returned to casing of well No. 2.

"Second circuit is a closed circuit for heating. Water at 80° F. passes successively through condenser where it is heated to 115° F., leaves the diesel jacket coolers at 155° F. then through diesel exhaust gas heat exchanger where it is pumped to the domestic hot water heater and air conditioning units at approximately 170° F. It is then returned to condenser at 80° F. to start the cycle over again."

Two of the air conditioning units are located in small equipment rooms on the top floor of the apartment house. They handle two upper floors.

The third unit is mounted in the basement laundry room and conditions various first floor spaces.

Two 10-ton Trane reciprocating compressors are employed in the system.

Dealers Get Civic Posts

BELDING, Mich.—Chamber of Commerce here recently elected A. J. Briemayer, appliance dealer, president and Leonard Hall of Hall's Appliance Shop, treasurer.

Insurance Bldg., Sears, McLellans of Chattanooga Add 650 Tons of Cooling

CHATTANOOGA, Tenn.—Three large air conditioning installations were recently completed here that together amounted to 650 tons, the Electric Power Board of Chattanooga has reported.

The J. W. Brooks Co. installed a 300-ton system in the new seven-story office building erected for the Interstate Life Insurance Co. at 540 McCallie Ave. and a 100-ton system in a remodeled and expanded two-story building occupied by McLellans Store Co.

Equipment on both jobs was Carrier.

The third was a 250-ton job installed in the Sears Roebuck Co. store at 539 Market St. by the York Corp. of Atlanta, Ga. This installation was made in a remodeled building where two additional stories were added, making four stories in all.

The insurance company installation cost \$270,000. The equipment, which also included 168 additional horsepower in fans, pumps, condensers, and cooler, was designed to cool 1,700,000 cu. ft. of space.

The McLellans stores job cost \$35,000 and had 44.5 additional horsepower. A total of 438,750 cu. ft. of space was cooled here.

The York installation at Sears Roebuck was intended to cool about 1,010,880 cu. ft. of space. The cost of the system, which included another 100 hp. for fans, pumps, etc., was not disclosed, according to the utility.

Omaha Dept. Store Extends A. C. System to Top Floors

OMAHA, Neb.—J. L. Brandeis & Sons department store has started installation of air conditioning for the part of the store which was not included in the installation completed last June when air conditioning was turned on in the first three floors and basement.

E. F. Pettis, secretary-treasurer, said extension of the system from the fourth to and including the seventh floors will increase the department store's air conditioning system to 1,210 tons.

Work now underway will air condition all space but the auditorium, the store official stated, and the system is so arranged that the auditorium can be included at a later date. Work is scheduled to be completed by May 1.

Cutler-Hammer Appoints Sales Rep. in Tecumseh

MILWAUKEE — Cutler-Hammer, Inc., has announced the appointment of R. T. Smith & Sons, Tecumseh, Mich., as central refrigeration sales representatives.

Midwestern regional sales agent for Tecumseh Products Co., R. T. Smith & Sons will handle the complete line of Cutler-Hammer replacement controls.

Offices of the new representative are located at 1941 Smith St., Tecumseh, from where it will cover territory formerly under the supervision of six C-H district offices in the midwest area.

Atlantic City Has Plenty Of Rooms, But Choice Spots Are Going Fast

DETROIT—Do you have a hotel reservation at Atlantic City for the 6th All-Industry Refrigeration & Air Conditioning Exposition Nov. 14 through 18?

If not, and are planning to attend, better get busy and write to the 6th All-Industry Housing Bureau, 16 Central Pier, Atlantic City, N. J.

While no city of its size boasts the thousands of hotel rooms which Atlantic City's hotels provide, and the Atlantic City Convention Bureau guarantees to find rooms for every visitor to the Show, the choice rooms in the better located hotels are going fast.

Hotel headquarters for exhibitors and members of the Refrigeration Equipment Manufacturers Association will be the Traymore.

The Refrigeration Service Engineers will headquarter at the Ambassador and Ritz-Carlton hotels, and will hold its 12th Annual RSES Convention concurrently with the first three days of the Show.

The Claridge hotel will be the official hotel of the Refrigerated Equipment Wholesalers Association, which is holding its 15th annual meeting on Monday, Nov. 14.

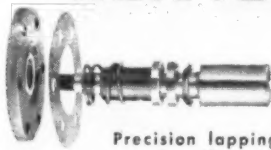
The Refrigeration and Air Conditioning Contractors Association is holding its 4th Annual Convention on Nov. 12, 13, and 14 with headquarters at the Ambassador hotel.

Other associations having official headquarters are the Air Conditioning & Refrigerating Machinery Association at the Chalfonte, the National Commercial Refrigerator Sales Association at the Ambassador, and the National Electrical Manufacturers Association at Haddon Hall.

Servicemen!

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Only Chicago valve plates have replaceable seats. Replacements for over 340 compressor models.

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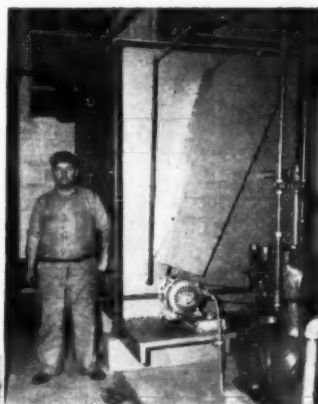
for draft and bottle beverage coolers...

IDEAL Speed-Freeze PRODUCTS

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MORE... NEVER LESS THAN RATED CAPACITY' say Marlo users

The Marlo EC 70 Evaporative Condenser that serves the new High Point (North Carolina) Ice Plant.



General view of the 12 ton ice plant showing compact Marlo unit in background.



Write for MARLO EC Bulletin

New Ice Plant sets High Production Record with MARLO EVAPORATIVE CONDENSER

For profits in ice plant operation, high-efficiency equipment is vital. By employing Marlo Evaporative Condensers in their refrigeration system, operators such as the High Point Ice and Coal Company are achieving greater production at lower cost. Day after day, they can count on their dependable Marlo units to give them rated capacity . . . save up to 95% of the normal water demand.

Marlo can help you too — whatever your cooling problem. The steady PLUS-Performance of compact, easy-to-install Marlo equipment will please your customers . . . bring new business your way.

MARLO-HEAT TRANSFER
Since 1917

Visit Booths No. 605-607, Poultry Building, Southwestern Air Conditioning Exposition, Dallas, January 23-27, 1950.

Marlo COIL CO. • 6135 Manchester Rd. • St. Louis 10, Mo.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

What We're Up Against

John F. Slye, of the Princeton University School of Public and International Affairs, declares:

"Special taxation means the excessive taxation of selected groups, commodities or activities for general revenue purposes.

"It is another form of 'hidden taxes'—often hidden from the general taxpayer—and persuades him into easy spending programs for which he expects to bear no share of tax responsibilities.

"It is the root of unfair tax treatment; it is steadily increasing; and it has become the predominant support of State government in many states."

Special taxes may be justified for certain purposes, Prof. Slye admits, including:

The use of special facilities or services, such as highway user's tax on gasoline; the regulation or control of commodities or services deemed to have harmful implications, such as the sale of alcoholic beverages or the operation of parimutuel race tracks; adoption of a tax to the special character of a subject, such as mutual insurance companies, public utilities, and the severance of natural resources.

But the national trend is headed far away from careful application of such definitions, and is leading toward gross inequities of tax treatment and an unbalanced support of general service, he reports.

Of all state taxes collected in 1948, according to the Princeton researcher, 44% were general taxes and 56% were special taxes. These special taxes were collected on such varied things as coin operated devices, book publishers, soft drinks, potatoes, amusements, bee keepers, musical and dramatic copyrights, kerosene, predatory animals, and carbonic acid.

"Special taxes should be both reduced and avoided in favor of broader and more uniform bases of support for the general service requirements of State government," he concludes.

Government spending, taxation, and inflation will produce socialism in our country just as surely as there is a God. We are on our way and we are going fast, because people are not willing to understand what's happening to 'em.

People talk about how well off they are, because they are being paid twice as much as they were a decade ago. But they are paying more than twice as much for what they buy.

Sensible Educator

"Although profits are essential to its continuance, American business

does not exist for profits," Dr. Henry M. Wriston, president of Brown University maintains.

"Profits," he declares, "are as necessary as fuel for a boiler, but there is no point in operating a boiler unless you use the power which the boiler generates. Fuel is not an end in itself; it is a means to an end. Profits in like manner are means to ends. They can be justified not by size—small or large—but by use. If they are hoarded, sterilized, even small profits are too great. If they are put to the service of production, if they are a means to larger employment, to steadier employment, to more gainful employment then they cannot be 'too great.' They are a means to many ends besides those which are 'economic.'

"We are convalescing from a madness profound and destructive. Again we seek to force convalescence too rapidly. We act as though if enough money, energy, and force are applied they will make an acceptable substitute for perspective. All this intense and powerful activity is launched when emotional tensions are perilously close to hysteria.

"The most important requirement of a convalescent is that he seeks to draw his experience into right proportion, avoiding hypochondria on the one hand and over-exertion on the other. He must let time and nature do their work. In setting our strategy let us take a detached view of our national and international tradition. Over the long view our impact on the world has been revolutionary."

Enlarging on this theme, Dr. Wriston continues: "The first aspect of our new order was liberty—the individual as a free man. Its second was social—all men are created free and equal. It is fashionable now to explain away this phrase as a generalization. Yet, its revolutionary significance is clear. This philosophy produced a fluid society. Men were born free of caste, class, and social stratum.

"We were alert to recognize the revolutionary republican governments of Europe, and we welcomed political refugees. We have never acquiesced to tyranny, we have never accepted absolutism of statism. We have never been willing to see democracy overthrown by the despot. Today, we are the only great power that represents this tradition.

"We are now subsidizing half the world, not as an act of charity but as a political act. We expect benefits. We intend to keep the nations away from Russia—on our side. If one looks at the history of imperialism, the relationship we are establishing might easily be so defined. Our regret that we have to subsidize so many nations gives us a sense of altruism which makes the term imperialism seem not only inaccurate but slanderous. Soviet critics do not see the limpid purity of our motives; domestic critics seldom do, foreign ones never.

"Businessmen will be the whipping boys of the radical politician whenever we misinterpret our own economy as dynamic *only* in the matter of profits. Business has done far more than government to raise the stand-

ards of living through bringing a transition from unskilled to skilled labor.

"No longer is brute strength so essential as quickness of perception, alertness of mind, keenness of insight. In short, technological change has made the mind of the mechanic the key to his success. Business, therefore, has had great effect in opening the minds of men. One result is the greatest and strongest labor unions in the world. Transfer of emphasis from muscle to brain combines with mass production to make such organizations certain.

"As long as individual employers predominated, and the average concern hired only five or ten people, as long as large employers depended primarily on common labor, it was impossible to develop great and powerful unions. The characteristically American economy stimulated them.

"Years ago some industrialists talked as though unions were a malignant growth upon our body economic; it has become clear they are natural as breathing, as inevitable as the production line itself. We have to learn to live with our own creation—as we had to learn to use electricity in the factory, farm, and home. There are abuses of course, such as feather bedding, the overweening power of labor managers.

"The key to our history is the idea of freedom. The individual is the center. Government exists to guarantee him opportunity, and to protect his right from trespass. Business exists to serve his material needs, and to contribute to his emotional and spiritual satisfaction. There is no other key—Do not lose this one."

Education Defined

"Whom, then, do I call educated? First, those who manage well the circumstances which they encounter day by day and who possess a judgment which is accurate in meeting occasions as they arise and rarely misses the expedient course of action; next, those who are decent and honorable in their intercourse with all men; bearing easily and good-naturedly what is unpleasant or offensive in others, and being themselves as agreeable and reasonable to their associates as it is humanly possible to be; furthermore, those who hold their pleasures always under control and are not unduly overcome by their misfortunes, bearing up under them bravely and in a manner worthy of our common nature; finally, and most important of all, those who are not spoiled by their successes and who do not desert their true selves, but hold their ground steadfastly as wise and sober-minded men, rejoicing no more in the good things which have come to them through chance than in those which through their own nature and intelligence are theirs since birth. Those who have a character which is in accord, not with one of these things, but with all of them—these I maintain are educated and whole men, possessed of all the virtues of a man."—Isocrates in his "Panathenaicus," 436-338 B. C.

The Greatest Advertisement Of All Time

Theodore F. McManus's immortal advertisement for Cadillac, "The Penalty of Leadership" is acknowledged as the greatest "ad" of all time. The Cadillac Motor Car Div. of the General Motors Corp. copyrighted it in 1915. Here it is:

The Penalty of Leadership

"In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius. Long, long after a great work or a

good work has been done, those who are disappointed or envious continue to cry out that it cannot be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains—the leader. Master poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live—lives."

Human Nature Warps Economic Laws

Callow American intellectuals continue to apologize for the British experiment in socialism—despite its obvious failures—but they do not say how socialism is to solve Britain's problems.

The key to England's postwar struggle for survival is greater production. England must export more than she imports.

Yet, socialism doesn't give any Britisher an incentive to work harder. On the contrary, it weakens that tired old nation by encouraging its Labor Party members to do less and demand more. Socialized coal miners have secured shorter hours and higher pay for less work, and other trade unions in England have geared their total output to accommodate the inadequacy of their weakest members. That's how Socialism works out in practice.

How can debt-burdened Britain pay more money for less work—when what she needs is more work for less money? Poor Britain is damned if she does and damned if she doesn't.

No national group can live better by working less. Higher pay is OK. But shorter hours of work pile up deficits. Some day the British people will wake up and realize that low production can't be traded for high living standards.

The same thing goes for France, Italy, and all of Europe. Every "continental" nation which has succumbed to Socialism or Communism is destitute. Belgium, Switzerland, and Holland are doing well. Why? Because their citizens are *working*.

We may have our troubles here in America, but the socialized world is at least 100% worse off than we are. It is also noteworthy that in the two least-socialized European nations—Holland and Belgium—recovery from war ravages has been most rapid!

Look Before You Leap

Why, when the future history of collectivism is spread out before us, should any honest American socialist persist in dreaming that men who are supposed to manage bureaucratic enterprises in the public interest will be any less-responsive to the love of power or to the human evils of greed and corruption than those who manage private concerns? Such "chosen people" are human, and they are plagued by the same shortcomings as are their counterparts in the Free Enterprise System.

What's more, these bureaucratic managers are handicapped by their devotion to blind loyalties—they must "follow the party line."

Good judgment is more apt to be exercised by "on their own" business managers—who must assume responsibility for the possible financial loss entailed in their mistakes—than by bureaucratic public officials who can call upon the federal treasury to subsidize their incompetence.

Power is intoxicating to all. It feeds upon itself. "We the people" gain nothing by substituting new masters for old in Washington,

Moscow, Paris, or London. Our only hope of retaining our independence is to prevent acclaimed "Supermen" from assuming cosmic powers.

Benevolently or otherwise, no dictator should be allowed to enhance his own interests and purposes by voting our intentions "in the mass." As soon as we immerse our birthright of freedom into the pool of a "benevolent theory" we soon learn that we have dissolved our personal rights.

All dictators believe in public ownership, and fear Free Enterprise. Such incipient slave-owners are buddies in their hatred of capitalism, small business, inventors, innovators, and the profit motive. They differ only in the degree of their hatred, and in the extent of their powers. Their mildest type of "social control" is much closer to communism than it is to socialism. That's why, all things considered, those of us who repudiate socialistic theories do so for two very good reasons:

First: we believe it is no accident that "free enterprise" as an economic system achieved its greatest heights at the same time that the political progress of the great republic which is the United States of America attained world supremacy.

Second: We have noticed that wherever a collectivized economy has been installed, the people who live there are pushed around, and don't eat well. Also we have observed that those countries which have tried a hybrid socialistic system (half-collectivized and half-free) have in the same proportion increased regimentation, decreased individual initiative, limited the right of personal choice, and are in constant danger of swinging further to the left into abject slavery.

Third: In contrast to the dramatic emphasis on abundance-for-all *via socialism* which planned-economy politicians promise, unbiased observers can find no examples of such abundance when the results of "planned economy" are accounted.

No socialized or half-socialized country has ever produced a higher standard of living for its workers and its "common people" than has capitalistic America. No other nation has ever approached us in producing more and cheaper automobiles, telephones, radios, refrigerators, steaks, warm overcoats, houses, colleges, nursery schools, hospitals, shoes, movies, lipsticks, fur jackets, electric power, fruits and vegetables, glamorous gadgets, or air conditioned comforts than has the chaotic, "unplanned" United States of America.

Here's the Pay-Off

What other country can boast a population which eats as much, dresses as well, plays as often, or owns as many homes as we Americans do—or can match our 75 million life insurance policy holders, or our 50 million bank accounts, or our 80 million bondholders?

What European or Asiatic citizen, please tell us, lives in a better, happier, more envied workers' paradise than we have right here in America? Why, then, should disgruntled American systems feel that they'd get a better deal if the European Way were imported over here?

When deflated Communists argue that America is blessed because it has large natural resources, they play right into your hand. You can reply that India, China, and Russia also have great natural resources. But what have they done with them?

Somebody once said: "Only Americans find oil." Why? Are we miraculously lucky? Are our inventions and creations due to our "natural inventiveness?"

Hell, no! We are nothing more—as a race—than a conglomeration of all other people. Our Steinmetzes and Teslas came to our shores as penniless refugees from static Europe. They brought their genius with them—and contributed it to the upbuilding of our nation—because we offered them freedom to do their work without heckling, bureaucratic "you-can't-do-this-ism," or fear of the police.

When they are allowed to work in peace, to do what they want to do, and to arrange their own destinies, men "find oil."

No matter what any "sad sack" intellectual pervert may tell you, the American Way of Life is wondrous, and the Best Way of All.

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future possibilities are open to you with one of the nation's leading organizations in the commercial refrigeration field.

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4-Month Survey of Other Supermarkets Helps Los Angeles Store Arrange Effective Layout

These Refrigerated Departments Pull Patrons Through 80% of Store



PLENTY OF SPACE: Note wide aisle leading around the Peter Pan Market's refrigerated produce department. This affords consumers sufficient room to make a careful selection from large stocks.



HIGH-VOLUME ARRANGEMENT: Dairy department, which has a refrigerated case covering most of one wall, provides milk, cheese, and eggs arranged so that selection can be made quickly.



MEATS EITHER WAY: This line of cases gives the housewife a choice of self-service meats from the case in the foreground or identical cuts, specially prepared, at the service counter further along.

LOS ANGELES—Several ideas and innovations in supermarket merchandising and layout make the new Peter Pan Market in Los Angeles' Westchester district an outstanding example of modern supermarket technique.

For example, the "pull" departments—meat, dairy, and produce—are so located as to force traffic through 80% of the store (the other 20% is "extra trafficked" by the liquor and bakery departments).

Eighty-five per cent of the traffic is through the main entrance. Directly opposite is the meat department, which pulls customers right through a store-wide, double row of frozen foods and open well self-service dairy cases.

Both self-service and service meats are offered patrons. Exactly the same cuts are used in each.

New Super-Cold refrigerated produce equipment accentuates the fresh vegetable and fruits section. One very large, specially-designed Super-Cold reach-in dairy case covers most of the south wall, at a direct right angle to the entrance and check-out stands which are on the east side.

The delicatessen preparation department and meat storage department have their own walk-in refrigerators. The meat storage refrigerator opens up right at the delivery platform with an extending, overhanging monorail which moves carcasses and cases right off the trucks into refrigerators.

All the equipment is run from a main refrigeration plant in a building at the rear of the store.

Although the store is without shelves, using specially-built gondolas instead, there is no loss of shelving area. The gondolas are three layers high, the top one never filled higher than five feet, so that a clear view of the whole store can be had.

In plotting merchandise arrangement, a color expert was consulted to get the full value of label colors for maximum sales appeal.

Three walls of the store are covered with brightly-designed wall paper for a "homey" look and as an appeal to the aesthetic sense of women shoppers.

The liquor department has a separate entrance and also an entry into the store proper. This was done to avoid embarrassing those women customers who dislike being seen going in and out of a liquor store.

The street, or north side, of the store is all window, letting any passer-by see the whole inside area, which is flood-lighted with ceiling fluorescents running the entire width of the market, only 10 ft. apart.

All aisles are extra wide—5 ft. 6 in. between gondolas, 9 ft. 4 in. in main aisles. This gives plenty of room for special island and pyramid displays.

The store has an area of 350,000 sq. ft. The parking lot is three times that large. The entrance directly into the market is off this lot.

Manager Irving Rey spent four months studying supermarket layouts all over the country before handing his conclusions to the Peter Pan architect. Many operators have visited the market and commented that it is "one of the finest examples of modern merchandising."

Wanamaker's Freezer School Emphasizes Savings Angle

PHILADELPHIA—A three-day Deepfreeze school emphasizing the savings householders can realize through ownership of a home freezer was held recently at Wanamaker's in cooperation with Philadelphia Distributors.

Demonstrations were conducted twice daily in the department store's major appliance department by Mrs. Elinor Nixon, Deepfreeze home economist. Foods used during the sessions were given away to members of the audience.

Wanamaker's promoted the school by means of store signs, window displays, and radio and newspaper announcements.

Catalog Lists Stainless Steel Equipment for Commercial Line

PITTSBURGH—Tyson Metal Products, 6815 Hamilton Ave. here, has announced publication of its fall catalog listing the more than 50 items of stainless steel equipment it produces for bars, restaurants, institutions, and commercial establishments.

The 12-page booklet describes in minute detail such equipment as bottle coolers, direct-draw units, ice makers, water stations, salad and pastry display units, soda fountains, walk-in coolers, work boards, commercial refrigerators, and utility units.

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MODEL DC12-2D

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Put this persevering salesman to work for you, then watch your frozen food sales soar.



MODEL DC18-2D

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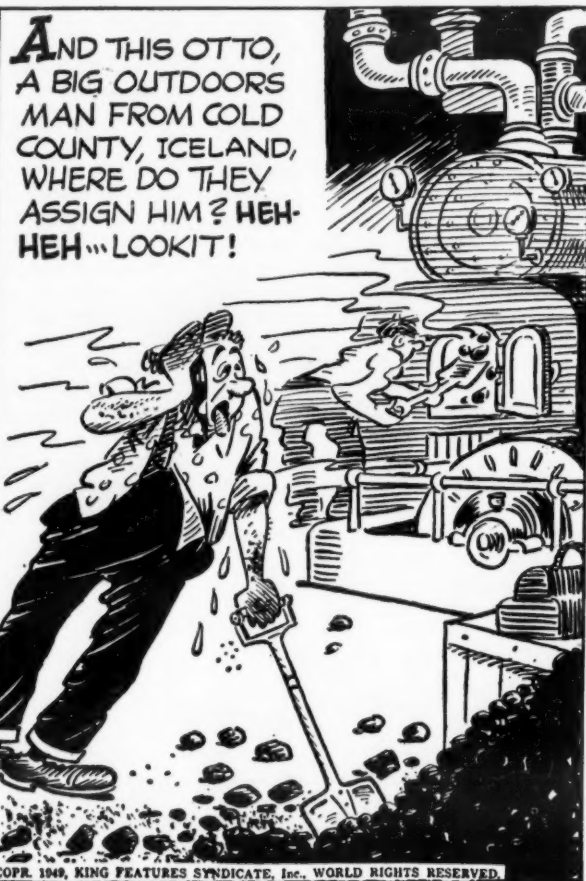
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Published Every Monday by BUSINESS NEWS PUBLISHING CO.
450 W. Fort St., Detroit 26, Mich. Telephone Woodward 2-0924.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$5.00 per year; 2 years \$8.00. All other foreign countries: \$7.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Please send remittance with order.

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VOLUME 58, No. 8, SERIAL No. 1,075, OCTOBER 24, 1949

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WE'RE all for the American Way, but do we really know what it is, and what it means?

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Can we bowl over his snide cracks with irrepressible evidence and irrefutable arguments?

Can we counter his envy and confusion with an eye-opening vision of Opportunity?

Yes, we can—if we'll put our minds to it.

To do our bit in keeping America strong and healthy, we must first get straight what the American Way really is.

The following sentences are offered as thought-starters.

Free Enterprise is a way of living in which you as an individual are important. Little things make up this way of living, little things that we now take for granted.

Free Enterprise is equivalent to personal happiness and independence, because it consists of personal freedom.

Free Enterprise is the right to be your own boss—to go into business for yourself, or to change your job if you aren't happy where you work.

Free Enterprise is the right to privacy in your own home. No secret police can break your door down in the middle of the night and take your wife and children away in the United States of America—yet.

Free Enterprise is the right to have children, love them, and bring them up under your own wing. Furthermore, it's the right to give them a better chance than you had, to give them a head-start in life by educating them well and leaving them an inheritance.

Free Enterprise is the right to gripe, to open your big mouth, to yell at the umpire, to write letters to the editor, and to vote.

Free Enterprise is the right to save money to invest. It's also the right to blow your paycheck on a big evening at the beer garden.

Free Enterprise gives everyone an equal chance under impartial laws. You don't have to know Someone (an influential politician) to be Somebody.

Free Enterprise isn't concerned with who your parents were, with how much money you have, or what you do for a living. It's concerned with what you are and what you can become.

Free Enterprise is the right to be yourself, to run your own life under a minimum of rules. It's freedom from nagging and bullying.

Free Enterprise is the sum of little—but, oh so big!—things.

Free Enterprise, in short, lets you live like you want to, aspire and achieve if you're ambitious, and be your own boss if that's what you desire.

Counterrariwise, you can enjoy a pleasantly easy-going life if you'd rather, and no Commissars will be kicking you in the pants.

The point is: the choice is yours.

FFLI Members Exchange Ideas:

Locker Operator Finds Personal Check of Processing Costs Leads to Greater Profits

No, Jack Smith of Frigidaire, and retiring president of the Frozen Food Locker Institute, isn't making a mistake. He's crowning an Aberdeen-Angus heifer "Miss Frozen Food Locker of 1949." This switch



By C. Dale Mericle

CHICAGO—"Charging for slicing bacon or grinding hamburger to me is an insult. If I can't sell my locker patrons at least 50 cents worth of stuff while I'm slicing their bacon, I'd better quit," Howard Knapp, Lansing, Mich., locker plant operator, declared during the Merchandising Clinic conducted at the Frozen Food Locker Institute exposition at the Sherman hotel here.

He was one of several operators appearing in the symposium that covered various phases of the topic. "Everyone is not yet looking for a bargain in frozen foods; you still have to sell the product," commented L. E. Smith, who operates a locker plant in addition to being a veteran refrigeration man. Just recently he joined Dole Refrigerating Co.

"It was not until we purchased a frozen food merchandiser that we experienced any considerable sales of frozen foods in our locker plant," he said. "Then we also brought our ice cream out where it could be seen. We enjoyed an increase in sales.

CURING, SMOKING PROFITABLE

"Also I think that anyone who does not have curing and smoking facilities is missing a very profitable phase of locker plant operation.

"In our own plant we know that we need more traffic, but we think that if all departments are watched carefully and none are let down, the plant will be successful."

Major factors in successful merchandising from the locker plant, according to S. A. Scobell, chairman of the clinic and newly elected FFLI president, are (1) maintaining a clean, sanitary plant, (2) good cutting and wrapping performance, and (3) selling the highest quality products and the lowest possible prices.

"We locker plant operators haven't accepted fully the possibilities of merchandising, we think of it as a sideline," admitted another operator, Ed Wycoff. "Merchandising is going to be our big source of income."

Explaining that his own plant was now doing newspaper, radio, and direct mail advertising, Wycoff pointed out that "between this and national advertising there is an intermediate stage of advertising."

"In New York the state locker association is promoting a 15-minute radio program five days a week over a nine-station FM network. This will cost each operator only \$2.50 a week."

NO PAY IF IT'S NO GOOD

Knapp, the operator who doesn't charge patrons for slicing bacon, etc., also recalled that "when I started my locker plant in '39 I had very few renters, so I often told a prospect that if the side of beef I put in his locker didn't taste as good as what he could buy in a market and didn't save him some money, I

on the usual "bathing beauty queen" stunt resulted when a vote between "Miss Western States" (Betty Jacobsen) at left and "Miss Eastern States" (Ruth McFarland) resulted in a tie.



One of the contestants "takes the cake" from J. C. Cooper, manager of Philco's freezer division. That's an AV-75 upright freezer in the background.

wouldn't charge him for the locker.

"To create interest in my locker plant one time I went out and bought five head of prize 4H Club cattle and penned them in front of the plant where we just constructed an addition to house our office.

"These cattle penned in front of the plant really brought out the crowds and obtained lots of publicity for us.

"Another thing we do," said Knapp, "is insist that our new locker customers come down to the plant to watch how we cut and process their meat the first time. We show them all through the plant so they know exactly what goes on, because we think this is important in selling or 'merchandising' our services.

"We also use regular newspaper advertising, and just recently we promoted a 15-minute five-day-a-week radio program over a local radio station that is sponsored by all 18 locker plants (including ours) in a 35-mile radius.

540-LB. TUNA DRAWS CROWD

"And as a special stunt just last Saturday we had a 540-lb. tuna shipped in by air express. We hung the fish up in the locker room right in the middle aisle. This stunt brought in a lot of traffic. Patrons who saw it would go home, tell their friends about it, and bring the rest of the family down to see the tuna."

After the merchandising clinic was over Knapp revealed that he is still charging the same rentals for his lockers and the same processing fees (2½ cents a pound on pork, 3 cents on beef) that he did when he opened his plant back in 1939. He thinks he is one of the few, if not the only one, of the big locker plant operators who has not increased his

charges during this 10-year period.

Operating a plant that houses 3,400 lockers, Knapp contends that "a locker operator should stick to the locker business. Too many of them," he says, "think the grass looks greener on the other side of the fence, and so they get into other things besides the locker business. There's still a good living to be made in this business."

To satisfy himself as to just what could be done, Knapp earlier this year made an intensive study of the operating costs of his own plant that brought out some interesting results.

Carefully tabulating all the costs for one week without telling his employees anything about the study, he determined exactly what his costs were. Then, at the beginning of the second week, he informed the staff what he was doing. This resulted in a considerable drop in operating costs as the employees strived to be more efficient.

"This enthusiasm, and the savings, leveled off somewhat in the following weeks, but the costs were still running below those of the first week," Knapp said.

SURVEY HELPS PROCESSING STAFF REDUCE COSTS

For example, the total cost of cutting and wrapping beef and pork during the first week of the check averaged 9.5 cents per package, Knapp declared. The second week, when the employees knew the figures were being carefully checked, this figure dropped to 7.6 cents per package. This was down to 7.5 cents the third week, and 6.9 cents the fourth week.

Over the same four-week period the total cost per carcass pound went from an average of 2.7 cents to 1.9 cents to 2.4 cents to 2.2 cents.

Labor cutting cost per pound of carcass dropped from 1.3 cents the first week to 0.9 cents the second, and then leveled off at 1.2 cents for the third and fourth weeks.

Labor cost of wrapping per carcass pound started at 0.9 cents, dropped to 0.7 cents the second and third weeks, and fell to 0.6 cents the fourth week.

Profit-wise, what happened was this, Knapp revealed:

"On total receipts (for cutting and processing beef and pork) of \$321.60 in the first week, the profit was \$33.45. Total receipts in the second week were \$502.04, the profit being \$166.42. Receipts fell off in the third week to \$357.07, but the profit was \$80.50. And in the last week receipts were \$306.39 while the profits were \$82.06.

"Just compare the fourth-week figures with those of the first week. The receipts were actually less in the fourth week than in the first, but the fourth week profits of \$82.06 were considerably more than double the \$33.45 profit in the first week," Knapp emphasized.

McEwen Takes Over Appliance Department for Asheville Store

ASHEVILLE, N. C.—One of four recent appointments at the Store for Homes and Store for Fashions of Bon Marche, Inc., here was that of William McEwen as manager of the electrical appliance department.

McEwen, who succeeded Jack Wallis, joined Bon Marche in 1946. He was formerly with Hannah Bros., Johnson City, Tenn.

Contest Publicity

Competition for 'Oldest Vacuum Cleaner' Turns Up Relic That Gets Dealer's Picture In Paper

DENVER — Hundreds of valuable new-appliance prospects, plus a considerable amount of newspaper publicity, were the results of an "oldest vacuum cleaner" contest staged by Nides General Electric Appliance Co., here.

Sam Nides, owner of the huge appliance dealership, which is one of Denver's largest, offered five new General Electric vacuum cleaners for the five oldest cleaning machines brought to his store.

"The contest uncovered some real heirlooms, including many old machines which have been handed down from generation to generation," Nides said.

Some of the entries were so old and so highly valued by their owners that Nides promised to keep the cleaners in a locked storeroom until the promotion was over.

That the contest attracted much attention was evidenced by the fact that one vacuum cleaner was received express from Cheyenne, Wyo., while readers of Denver newspapers in Kansas, and even Ohio, wrote in to inquire whether they could enter their own aged cleaners. However, the Denver dealer limited the event to Denver and immediate vicinity.

More than 250 machines were taken in. One of the most interesting was a hand-operated antique entered by a Denver woman. This machine, bearing the brand-name "National" was patented on Dec. 26, 1911. The Denver woman's father bought the

machine new in Knoxville, Tenn., and gave it to his daughter in 1918, when she moved to Denver.

The old machine resembles a World-War II "bazooka" and is operated on the same principle as a tire pump. The housewife places the machine over a spot of dust on the carpet, then pumps up and down on a handle, with the suction from a piston drawing the carpet dust into a tube.

When this "oldie" came in, Nides called the *Rocky Mountain News*, a Denver newspaper, which immediately sent a reporter around to photograph the unit and dealer. The result of this publicity was still another flood of ancient sweepers, according to Nides.

Names and addresses of all contest entrants, of course, were filed in the store's follow-up card file system, together with pertinent information.

"The stunt was developed primarily to sell vacuum cleaners," Nides said, "but we turned up a list of refrigerator and washing machine prospects as well."

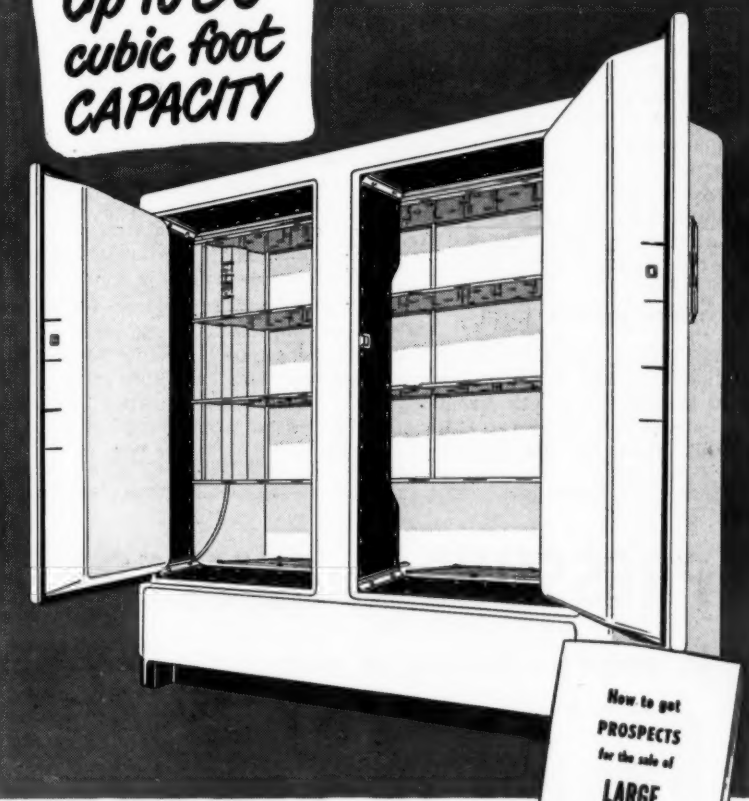
Nicholson Purchases for Servel

EVANSVILLE, Ind.—Appointment of S. L. Nicholson as purchasing agent of Servel, Inc., has been announced by the company. Nicholson was formerly assistant purchasing agent. He has been with Servel for 22 years.

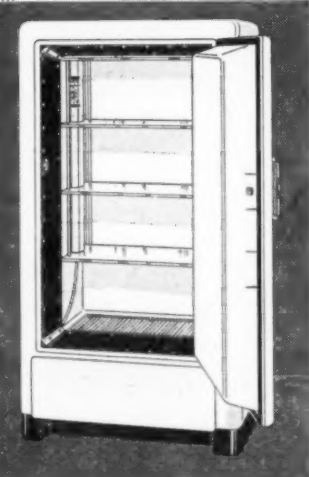
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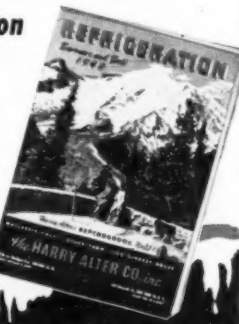
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Auto Unit 'Stabilizer' Holds Even Evaporator Temp., Low Head Pressure



Otto Tinky, with the aid of four RSES members to check temperatures and pressures simultaneously, demonstrates his "stabilizer" before the Illinois RSES.

ROCKFORD, Ill. — By using his "stabilizer" in combination with an automatic expansion valve, Otto Tinky of St. Louis demonstrated before an astounded RSES audience here how a refrigeration unit could maintain a constant evaporator temperature and low head pressure while the compressor speed was almost instantaneously increased or decreased over a wide range.

Such circumstances would exist if the compressor were driven directly off the engine in an automobile or truck and the vehicle's speed was suddenly jumped from 30 to, say, 100 m.p.h., Tinky told the Illinois RSES state association during its twelfth annual convention held at the Faust hotel here recently.

"Systems with the 'stabilizer' are being successfully employed today to air condition automobiles in Texas," Tinky declared. "Truck applications

are also likely in the near future."

The "stabilizer" itself is a relatively simple device, consisting essentially of a liquid receiver tank in which is coiled a length of copper tube. As a receiver, the stabilizer is hooked into the system in the normal manner, that is, after the condenser and ahead of the expansion valve and evaporator.

But the suction line from the evaporator is connected to the lower outlet of the special coil within the receiver tank. The upper outlet of this coil then connects into the suction line leading to the compressor.

It is the heat exchange relationship between the cold refrigerant in the coil of the stabilizer and the hot liquid refrigerant surrounding this coil in the receiver-stabilizer that holds the answer to this unique performance, according to Tinky.

To demonstrate this before the

Illinois group Tinky had an operating model fully equipped with gauges on the platform. And to aid in the demonstration he enlisted the help of four RSES members who read simultaneously gauges showing the head pressure, back pressure, temperature at the entrance of the evaporator, and temperature at the tail end.

In addition to the four gauges to indicate the above data, Tinky's demonstrator had a voltmeter and ammeter on the panel, along with an automobile speedometer intended to show comparable driving speeds. Speed was adjusted by means of variable-speed V-belt pulleys.

Although Tinky conducted the demonstration with both a thermostatic and an automatic expansion valve, he devoted most of the demonstration period to showing how the system operated with an automatic expansion valve.

With the automatic expansion valve in the circuit, the head pressure (this was a "Freon-12" system) gauge showed 55 lbs. and the back pressure 30 lbs., under an approximately 70° room temperature. The four RSES members assisting Tinky called out the temperatures and pressures as they changed.

The automatic valve was set to maintain a coil temperature of 33° to 34°, which Tinky said, would be normal for an automobile air conditioning system.

"Believe it or not," he mentioned, "the air conditioning load on a big car in the South during the summer can be 1 to 1½ tons."

Adjusting the variable speed pulleys, Tinky "revved" the unit up to the equivalent of 120 m.p.h. The head pressure went up to 78 lbs.

Then he slowed it down to 30 m.p.h. The coil temperature held at 31° while the head pressure eased up to 80 lbs.



How the Tinky stabilizer can be employed to air condition a car with the compressor being directly driven off the car engine was demonstrated at the Illinois RSES meeting by Otto Tinky (right), holding a stabilizer, and Gordon Eubanks, who built this demonstration unit.

"Usually there is about 1° F. difference in coil temperature between operating the unit in a car going 30 m.p.h. and traveling at 120 m.p.h.," declared Tinky.

"There's no need to worry about speeding up a compressor to three or four times its normal r.p.m. It's not going to fly apart. Look what you do to your automobile engine, and it's much bigger than these little compressors. The only possible problem is getting a seal that won't leak at high speeds."

While the stabilizer is primarily intended for automobile air conditioning with the compressor being driven directly off the car engine, it also may have application in conventional commercial refrigeration applications,

he indicated.

"If you had a vegetable cooler you could put on an automatic expansion valve and a stabilizer to hold the temperature at 33° or 34° and maintain dripping humidity conditions," Tinky asserted.

An added feature of the stabilizer emphasized by Tinky in his presentation is the incorporation of try-cocks on the side of the tank.

"Opening these while the system is operating will show you exactly how much refrigerant you have," he explained.

As yet Tinky is producing these stabilizers for systems up to only 5 tons capacity, but he announced that experiments are now underway with much larger units.

OSU Publishes Revised Small Business Handbook

COLUMBUS, Ohio — A completely revised and up-to-date third edition of "Information Sources for Small Businesses" (Ohio Small Business Handbook No. B-3) has been announced by the Bureau of Business Research, Ohio State University.

This handbook is intended to provide operators of businesses, particularly the smaller firms, with a classified and annotated list of sources of information on problems in establishing or operating a business.

The handbook shows what published information is available.

The handbook can be purchased from the Bureau of Business Research for 50 cents.

Harvie Starts Service Firm

ENGLEWOOD, Fla. — A refrigeration service business under the name of J & B Refrigeration Co. has been formed here by Frank D. Harvie, who is sole owner of the concern.

Purdie Elected President of Detroit Contractors Assn.

DETROIT — Charles J. Purdie of Detroit Cooperative Refrigeration was elected president of the Refrigeration Contractors Association of Detroit at that group's recent annual meeting.

Alvin G. Weber of Weber Refrigeration Co. was elected vice president and Frederick R. Bolton was retained as executive secretary and associate counsel.

Directors elected for the term expiring September, 1952, were Alexander S. McGhie of McGhie Refrigeration Service, John Duncan of Duncan & Sons, Charles M. Heemstra of Commercial Installation & Service Co., and H. T. Quinn of A.B.C. Refrigeration Sales & Service.

William F. Mercier of Mercier & Spalding, Inc., whose term as director would expire in September, 1951, resigned and William Schemers of Schemers Refrigeration Service was elected to fill the unexpired term of office.

Soreng Mfg. Corp. To Start Operations In Modern, Efficient Schiller Park Plant

CHICAGO — Soreng Mfg. Corp.'s new, modern one-story plant in suburban Schiller Park was to be in operation this month, the company has reported.

The plant, which has an area of about 60,000 ft., is of fireproof construction, uses radiant heating, and incorporates "the newest ideas" in material handling and storage. Almost self-contained, from raw products to finished assemblies, it includes a "very complete" tool room where nearly all dies and molds are made.

Stress has been put on efficiency of operation, appearance, and pleasant working conditions, according to the company. Special attention has also been paid to the engineering and quality control departments where new products will be engineered and tests conducted.

In this connection, Soreng noted

that "any suggestion from customers in regard to cost or performance must receive immediate attention and be settled to the customer's satisfaction."

The company boasts that its "enlightened" labor policy "has resulted in never having any slow-down or shut-down due to strikes or other labor troubles. The incentive system used is such that the earnings are considerably above those in most similar plants with the result that more production is had per worker."

Soreng's products are mainly electrical parts, such as solenoids, switches, terminals, and thermostats. They are used as original equipment on washing machines, electric ranges, and other appliances; on cars and trucks; on vending and business machines; and also for industrial controls.

In addition to the new plant, the company also has a factory in Fremont, Ohio, of the same general type. The Fremont plant, which was constructed shortly after the war, is connected with the main plant by teletype service.

Sales offices are located at Chicago; South Bend, Ind.; Mansfield, Ohio; and at the Fremont, Ohio plant.

Edgar M. Soreng is president and founder of the firm, now in its 25th year. An electrical graduate and a former professor of electrical engineering, he was associated with Allis-Chalmers, Westinghouse, Briggs & Stratton, and Republic Flow Meters before entering into business for himself.

Hamilton Mfg. Adds Night Shift On Clothes Drier Line

TWO RIVERS, Wis. — Increased sales of Hamilton automatic clothes driers have necessitated the addition of a night shift on the company's production line, according to H. G. Evans, vice president, Hamilton Mfg. Co. here.

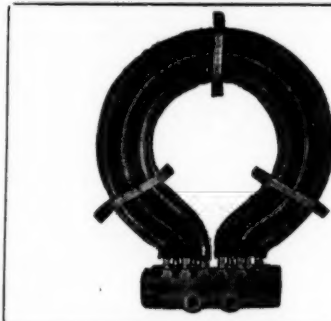
According to Evans, current market factors indicate clothes drier sales are fast approaching a new peak, and Hamilton is expanding its production facilities to meet the growing demand for driers. The increased production schedule went into effect Sept. 26.

Boulton Heads G-E Appliance Service Center At Kansas City

KANSAS CITY, Mo. — A. P. Boulton has been appointed manager of the General Electric Co.'s appliance service center here, it has been announced by J. D. Phillips, supervisor of appliance service centers.

Boulton joined the company in 1941. He was most recently supervisor of accounting and payrolls in the marketing accounting section at Bridgeport, Conn.

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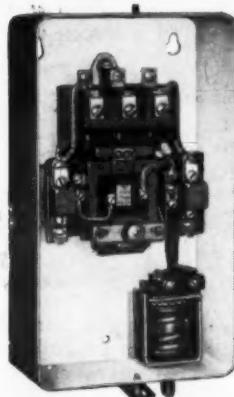
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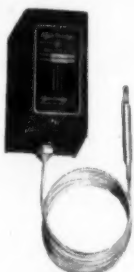
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Bulletin 836 Pressure Switch (right) is a high-quality unit for pressure control of gases, steam, liquids, etc. It is available with internal or external adjustment, and operates with positive snap action.

Bulletin 837 Temperature Switch (left) is similar to the pressure switch in construction and quality. Both units are available in a variety of types and ranges that meet the demands of air-conditioning and refrigeration engineers. Send for Bulletins 836-837. Allen-Bradley Co., 1313 South First Street, Milwaukee 4, Wisconsin.

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BROTHER, HERE'S YOUR DRUM—the special Exposition issue of November 14 . . . distributed at the Show—calling “on the spot” attention to your products, plans, and services.

Whether exhibitor or not, you won't want to miss the opportunity of pointing up the products you offer with an advertisement in the industry's 3-to-1 advertising choice—AIR CONDITIONING & REFRIGERATION NEWS, the most-quoted, most-believed-in publication in the field.



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To pack your exhibit with a final, effective sales punch, cap it with an advertisement in the November 14 issue of AIR CONDITIONING & REFRIGERATION NEWS. In the NEWS, you're assured of top, paid readership . . . powerful, low-cost contact with the real merchandisers of the industry, who are now laying 1950 sales plans. Let your advertisement guide them to your booth—and be your introduction to future sales opportunities!



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Be at the Show “in advertising” if not in person. Your new products can be as vivid as though they were actually on exhibit with an advertisement in the “Show” issue of AIR CONDITIONING & REFRIGERATION NEWS. Don't miss a sale because you missed the Show. Be represented in the leading industry publication, which assures you of top readership among the industry's most aggressive merchandisers.

To make certain that the stories of both exhibitor and non-exhibitor advertisers reach the greatest number of industry contacts, there will be extra circulation—with no increase in advertising rates.

Closing Date For November 14 Issue: November 4

Make Your Reservation Now!

Air Conditioning & Refrigeration News



Refrigeration Plays Big Role at Southern Methodist University



A popular rendezvous for hungry athletes is this large 60-cu. ft. capacity Frigidaire commercial reach-in refrigerator in the kitchen of the Athletic building, the training headquarters for the powerful Southern Methodist football team.

43 Installations of Frigidaire Equipment Serve Everything from Athletic Dining Hall to Nursery on Texas College Campus

DALLAS, Tex.—Our present-day educational system engenders many more aspects than the traditional "readin', ritin' n' rithmetic" concept of yesteryear. The little red school house of grandad's day, with its pot-bellied heating stove and outdoor pump, has nearly vanished from the American scene. Yet, from this archaic educational institution has evolved one of the most extensive, modern school systems in the world today.

American industry had a hand in this growth and advancement of the nation's schools, producing the equipment and putting adequate tools into the hands of the educators.

So important a part has one segment of industry played in the school picture during the past two decades that a fourth "R"—"refrigeration"—might easily be added to the original three. Closely paralleling the advancement of instructional methods and techniques are the developments of the refrigeration industry, which have been applied in schools throughout the country.

A graphic example of the vital part modern refrigeration is playing in the educational scheme can be found in one of the largest school institutions in the country—Southern Methodist University. From gymnasium to children's nursery, modern

RIGHT: The Health Center at Southern Methodist University is equipped with two Frigidaire household refrigerators to store perishables. This 7-cu. ft. model is used to keep a supply of food and dairy products on hand at all times.



RIGHT: Fresh water, chilled to the proper temperature for drinking, is on tap for students at all times. A large built-in water-cooling system, refrigerated by a ¾-hp. Frigidaire water-cooled compressor, is included in Snyder hall.



LEFT: Large walk-in cooling rooms provide refrigerated storage of food in bulk quantities on campus. There are five Frigidaire-equipped cooling rooms, such as the one shown here, located in dormitory and school kitchens.

LEFT: The university has made special provision for its "younger set" on the campus. A nursery for tiny tots is maintained for married students. Plenty of fresh fruits and other food come out of this 6-cu. ft. capacity Frigidaire household refrigerator for hungry youngsters.



Frigidaire refrigeration equipment is employed on a campus-wide basis.

Specifically, there are 43 separate refrigeration installations in 17 buildings, including the Athletic Dining Hall, Perkins Gymnasium, Health Center, Student Union building and cafeteria, a children's nursery, and 11 halls and dormitories. A round-up of equipment, serving SMU and helping guard the health of its faculty and student body alike, shows 13 refrigeration compressors; 11 electric water coolers, including large built-in systems; five walk-in coolers; 18 household refrigerators; four commercial reach-in refrigerators, and three ice cream cabinets.

UNIT GUARDS FOOD SUPPLY FOR FOOTBALL PLAYERS

While the cleated thunder of SMU's stampeding Mustang football team resounds across the nation's gridirons, working quietly behind the scenes in the university's athletic dining hall is Frigidaire refrigerating equipment keeping the training table loaded with fresh nourishing wholesome foods. Because a wide variety of fresh meats is necessary in building muscle, stamina, and mental alertness in highly-trained athletes, little has been spared in the way of refrigerated storage.

The athletic dining hall kitchen contains a Frigidaire commercial reach-in refrigerator with 60 cu. ft. storage capacity. In addition, there is a large walk-in cooler for bulk food storage, which is refrigerated by a ¾-hp. Frigidaire reciprocating water-cooled compressor. Frozen storage is provided by a four-lid Frigidaire ice cream cabinet of 15-gal. storage capacity.

STUDENT HEALTH CENTER USES 2 HOUSEHOLD MODELS

Moreover, in the University Health Center, where biologicals and other medical supplies require refrigerated storage, two Frigidaire household refrigerators will be found. Medical supplies are preserved in a small 3-cu. ft. refrigerator. In addition, a larger model, with 7 cu. ft. of storage space, is used to store fresh milk, cream, and other foods necessary to the department.

Modern refrigerated food storage

facilities are nonetheless important to the general student body on the SMU campus. The kitchen of the Student Union building cafeteria is equipped with Frigidaire commercial reach-in refrigerator of 60 cu. ft. storage capacity, similar in design to the one installed in the Athletic Dining Hall. In addition there is a walk-in cooler for bulk food storage refrigerated by a ¾-hp. air-cooled reciprocating compressor. The building, itself, is equipped with a Frigidaire industrial-type water cooler with a cooling capacity of about 35 gallons of water per hour.

A variety of refrigeration equipment, ranging from household refrigerators to walk-in coolers has been installed in eleven other student dormitories and halls. For instance, Atkins Hall is complete with its own dining facilities. In the modern kitchen is a large refrigerated grocery box, hooked up to a 1-hp. air-cooled Frigidaire compressor.

Two walk-in storage rooms, one designed to store meats and another for vegetables and fruits, are included in the Atkins Hall kitchen. The meat walk-in is refrigerated by a ½-hp. air-cooled compressor and the vegetable cooler is operated by a ¾-hp. water-cooled unit. A four-lid ice cream cabinet, operating from a ½-hp. air-cooled compressor in remote location, and a large tank-type water cooling system of 50 gal. per hour capacity round out refrigeration facilities in Atkins Hall.

DORMITORY HAS WALK-IN

Similar installations have been made in Virginia Hall. The kitchen is complete with a large reach-in refrigerator, cooled by a ½-hp. air-cooled Frigidaire compressor; a walk-in cooler for bulk storage refrigerated by a ¾-hp. air-cooled compressor of similar design, and a 35-gal. capacity 8-lid self-contained ice cream cabinet for frozen storage. In addition, the hall is equipped with a large-capacity water cooler refrigerated by a 3-hp. water-cooled compressor.

There are eight other water cooling installations on the campus, ranging from portable models to large built-in systems. Dallas Hall is equipped with one of the larger built-in systems, which is refrigerated by a special 1½-hp. Frigidaire compressor. A large tank cooler, refrigerated by a 1-hp. air-cooled compressor is installed in the Joe Perkins Gymnasium and Snider Hall, another dormitory, has a built-in water cooling system hooked up to a ¾-hp. water-cooled compressor.

The university steam plant contains a large Frigidaire tank-type water cooler, with a cooling capacity of more than 50 gal. of water per hour. A large capacity water cooler, hooked up with a 1½-hp. water-cooled compressor, supplies the needs of student occupants in Kirby Hall.

In addition, three other dormitories are equipped with 20-gal. capacity Frigidaire water coolers.

Hyer, Pierce, and Marvin Halls make use of 15 household refrigerators, each with 6 cu. ft. of food storage capacity. Special provision has even been made for the younger set of the campus. A nursery located in nearby "Trailerville," contains a 6-cu. ft. household refrigerator.

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These Kno-Draft features not only speed installation but they eliminate the tough job of figuring everything about the air movement in advance. If people or partitions are relocated while the job is in progress, you can adjust to meet the changes in a jiffy. A screwdriver adjusts the three suspension bolts for any angle of air discharge from horizontal to vertical. (Fig. 4). The single annular air stream permits immediate and accurate velometer reading (Fig. 5). A twist of the wrist regulates the air volume (Fig. 6).

FREE LITERATURE

How to Balance Air Delivery of a System of Manifold Air Diffusers. Reprint of a paper presented at 55th ASHVE Meeting describes method of determining in advance the damper setting for each outlet so as to apportion total air delivery among the outlets in the ratio intended or required. Application is demonstrated by examples.

Handbook on air diffusion shows how you can get top efficiency from an air conditioning system, cut installation time and get off the job faster. Please write Department A-40.

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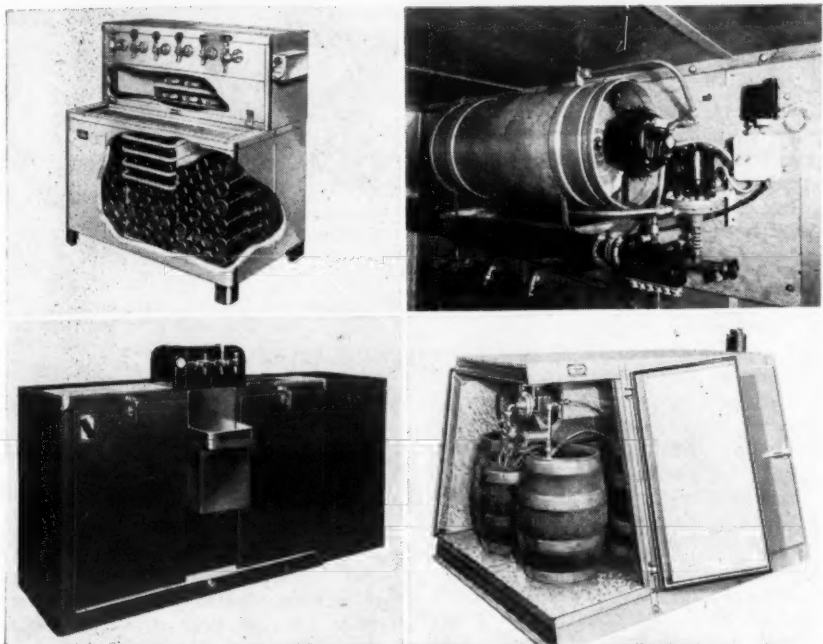
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What's New

Uniflow Beer Cooler Line Offers Versatility



UPPER LEFT: Kwik-server. UPPER RIGHT: Kold-Draft cooling unit.
LOWER LEFT: Klub Model. LOWER RIGHT: J Model.

ERIE, Pa.—For cooling beer, either on tap or in the bottle, Uniflow Mfg. Co. here has developed a line of equipment to meet the requirements of any phase of the beer dispensing and retailing business.

It offers the Kold-Draft systems which will handle the bartender's needs whether he serves five half-barrels a week or 20 barrels a day. For the bar there is the company's Kwik-Server and for the basement or back room its special walk-in or junior coolers for beer barrels or half-barrels.

If the customer's business does not call for such large installations, Uniflow makes Klub model systems, which store, cool, and dispense small quantities of beer from a single location.

For bottled beer, it manufactures a series of dry-cold bottle coolers to handle from 12 to 36 cases.

As supplementary equipment, the company produces a Kold-Draft filtered air beer pressure system, and a Kold-Draft bar mite, an under bar unit for storing and cooling of bottled beverages. It provides additional work and drain space.

The company points out that its Kold-Draft system is exclusive and patented. This system takes the beer directly from the kegs to faucet with no intervening coils, or tanks.

Uniflow tells bar owners, "You can meet any rush period because circulating ice water around beer line, from tap rod to faucet, cools beer to desired temperature instantaneously. Beer can be taken from brewery trucks and dispensed perfectly 'collared' as fast as your bar man can draw it."

The cooling unit, it adds, provides ample ice reserve cooling capacity for rush periods. It notes, too, that tapping loss is avoided because the small bore lines fill instantly with solid beer at proper temperature ready to draw.

The ice water circulates at 300 gals. per hour around the lines and around the faucet shanks. A return water line runs from a point near the faucet shank, down through the insulated duct that connects the dispenser with the storage cabinet, to the circulator. From here the water is pumped through the Kold-Draft cooling unit and back to the duct where it again cools the beer lines.

The cooling unit is located in the storage cooler. Uniflow walk-in coolers are constructed sectionally so that they can be built and enlarged to suit the needs of the owner.

They can be set up to hold anywhere from 6 to 31 barrels of beer. They have the additional advantage of being portable.

The refrigeration condensing unit is mounted just outside the cooler. Its lines feed into the Kold-Draft unit, mounted on the upper part of one wall inside the cooler. Cold air from the cooling unit is circulated around the interior of the walk-in, heavily insulated with cork.

The junior cooler operates on the same principles as the walk-in cooler, but is too small to permit entry of a man. It will store and cool four, six, or eight kegs.

The Kwik-Server is the dispensing unit at the bar and is designed in a number of styles ranging from a 24-in. wide model that acts as dispenser only, up to the "one man band" deluxe 5-in-1 model.

The latter contains four beer taps, an ice water tap, a seltzer water tap, 16 ice cube trays that will make 224 cubes at one time, and six storage compartments that will chill nine cases of standard size bottles or 12½ cases of stubbies. This model is 54 in. long.

In between are 19 other styles that are dispenser, bottle cooler, and ice maker; dispenser and bottle cooler only; dispenser and ice maker only; or dispenser only.

For the small dispensing business, the firm has Klub model storage systems that can be used with the Kwik-Server. This unit dispenses, stores, and cools two or three half-barrels of beer.

Bar Top Klub models handle the same amount of beer, but are complete bar units in themselves. They operate off a self-contained condensing unit.

In its dry beverage coolers, the Uniflow method of cooling consists of one continuous cooling coil threaded around the storage compartments so that each compartment acts as a separate cooler.

The compartments are narrow so that there are two under each lid, offering a convenient method of brand separation. Warm bottles placed in any one of the compartments will not affect the cooling in any other compartment, the manufacturer asserts.

In addition to direct contact with the coils, cooling is accomplished by a natural air circulation through the cabinet, it adds.

Uniflow declares that this cooler will chill 10 cases of 80° F. beer down to 40° F. while consuming only 1 kw. of electricity.

The dry beverage coolers are furnished in four models for remote compressor installation and in two self-contained models.

The Kold-Draft filtered air beer pressure system features a large capacity self-draining, rustproof tank for high pressure pumping. The tank contains a replaceable absorption filter that removes all odors and impurities from the air. According to the manufacturer, the air is pre-cooled before storing, thus permitting fewer pump runs and power savings.

The pressure system is made in both 9-gal. and 2-gal. capacities.

Ice-O-Magic Makes 700 Lbs. of Cubes Daily

MINNEAPOLIS

—A new automatic ice cube maker, called the "Ice-O-Magic," is now being produced by the Ice-O-Magic Corp. at 3252 Girard Ave. S. here, L. D. Hoffman, president of the firm and developer of the product, announced recently.

The machine is said to manufacture a solid crystal clear ice cube at the rate of 700 lbs. per day. A patented freezing process prevents the cubes from sticking together, according to Hoffman.

Measuring 40 in. high and 29 in. wide, the machine is said to fit under any bar. It has a storage capacity of 200 lbs. of cubes.

Pure copper is used for the freezing compartment and water tank. Stainless steel has been employed for the storage bin.

The machine is powered by a ¼-hp. water-cooled condensing unit that has been tested under tempera-



tures as high as 110° F. According to Hoffman, the unit will make cubes for approximately eight cents per 100 lbs.

The cube is of cylindrical shape, has much more cooling surface, and is considerably longer lasting, he noted. It weighs 1½ oz.

Distributor franchises on the unit are currently available, Hoffman declared.

Fogel Meat Cases Feature Large 'Show-All' Windows

PHILADELPHIA—Fogel Refrigerator Co. has announced presentation of its new Champion line of meat cases.

Features include a porcelain finish, streamlined appearance, and extra large "Show All" display windows equipped with interior fluorescent floodlighting.

In addition, "back angle" service doors are said to permit the operator to see and reach all items displayed without "back-bending labors." Double-duty construction permits storage and display with the same ease.

Available for immediate delivery are model 85U, an 8-ft., self-contained case with built-in condensing unit, and the model 65DD, a 6-ft. case with remote condensing unit installation. Other sizes will be available within the next few weeks.

Left-Handed Iron Model Will Help 'Southpaws'

MANSFIELD, Ohio—A left-handed model of the Westinghouse Adjust-O-Matic hand iron will soon be placed on the market to answer the needs of "southpaw" women who have trouble keeping the electric cord out of their way while ironing. R. Z. Sorenson, manager of the Westinghouse small appliance department, announced recently.

On the new model, the cord will come out on the left hand side instead of the right, the manufacturer explains.

Thor Announces Sink with Dish and Clothes Washers

CHICAGO—A new Thor combination sink that washes the dishes seven days a week, does the laundry on wash day, and functions as a sink all the time, has been introduced by Thor Corp. here recently.

This combination sink, dishwasher, and clothes washer, the company claims, affords the architect and builder a way to save construction dollars by eliminating the necessity for allocating space and plumbing for conventional laundry tubs and adjacent washing machine.

Priced at \$450, the combination unit costs less than a sink, clothes washers, and dishwasher purchased separately, Thor points out.

One mechanism and one set of controls operate both the dishwasher and the clothes washer. The machine is converted from one function to the other by a simple change of inner tubes (porcelain enameled steel for clothes washing; stainless steel for dishwashing) on a vertical drive shaft located in the left half of the sink unit.

The conversion unit not in use is stored in the cabinet below the sink bowl and is mounted on a swinging arm, which permits easy entry to, or removal from the compartment.

The dishwasher handles a complete china, glass, and silver service for six persons. The clothes washer has an 8-lb. load capacity.

Entry to the washing unit is through an opening in the sink top. This opening has a hinged, counter-balanced cover which, when closed, affords additional work space.

The switch governing the washer's operation is located in a streamlined panel in the center portion of the sink top. Grouped around it are an aerated, non-splash faucet and hot and cold water faucet handles. The faucet swings to the left, to fill the washer, or right, to the sink bowl.

The sink bowl is exceptionally large and has its drain located at its right, rear corner. Designers of the sink explain this was done to permit the sink owner to install a food waste disposer, without denying storage space in the undersink cabinet.

The new sink is 60 in. long, 27 in. wide, and 36 in. from floor to work surface. In addition, it has a 4-in. back (splash) rail.

The sink top is of acid-resisting, porcelain enameled pressed steel. The undersink cabinet is of baked enameled sheet steel. Cabinet door handles are of chrome, in modern design.

The three-way combination is installed as easily as an ordinary kitchen sink. In addition to standard hot and cold water and drain connections, it requires only a 115-volt electrical circuit, with a fuse for 15 amperes.

The sink's manufacturer pointed out that while the sink attains maximum efficiency when both the clothes and dishwashing facilities are employed, it is possible to purchase the unit with only the clothes washer (for \$370) or the dishwasher (for \$390). The other conversion unit



Thor combination sink, dishwasher, and clothes washer.

could then be purchased at a later date, if desired.

The new sink will be marketed by Thor distributors and branch offices, it was announced.

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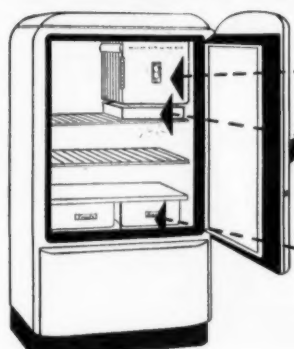
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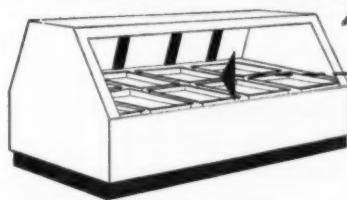


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Problem with Small Hermetics

Though Simple, Capillary Tube Will Require Care In Its Application, Speaker Cautions RSES Group

ROCKFORD, Ill.—Why capillary tubes are being used extensively with small hermetics as well as some of the problems involved in their application were outlined for the Illinois State RSES association at its twelfth annual meeting here by Don Taft, service manager of Universal Cooler Co.

The cost factor is paramount, he told the group, because the capillary tube "allows use of a low-cost split-phase motor in the hermetic unit assembly; it eliminates the need for other refrigerant metering devices, and it reduces the refrigerant charge necessary for the system.

"Essentially the capillary tube is a small bore liquid line, the small bore giving the metering effect," he explained.

"There is nothing to get out of order, but in spite of its simplicity you must be extremely careful in applying a capillary tube. It must be matched to the evaporator and the unit.

"The evaporator itself must require only a small charge and still allow for a slight variation in that, while the system as a whole must

be clean and properly evacuated."

Describing the operation of a capillary tube system, Taft pointed out that "at the start of each running cycle, the compressor will have more capacity than the capillary. Refrigerant will then back up into the condenser. If there were a receiver tank, this would starve the evaporator."

"During the off cycle the high and low pressure sides of the system must balance off. This is necessary because the split-phase motor has a low starting torque.

CAPILLARY OFFERS LESS RESTRICTION TO LIQUID

"Because the system must balance off, you have to be sure there are no liquid traps," he said. "Since the capillary tube offers much more restriction to gas than it does to liquid, make sure that whatever possible traps there may be will let the refrigerant drain off as a liquid. The liquid will drain off much faster than the gas.

"If you should notice that the balancing off time is too long, this may be due to a partially restricted capillary," he added.

"To avoid excessive loads on pull-downs, it is desirable to have an evaporator that requires a charge as small as possible. The ideal arrangement would be to have the volume of the high side just about equal that of the low side.

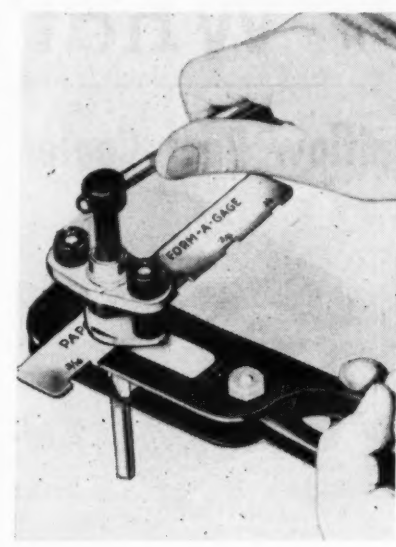
"Normally it is necessary to add accumulators after a continuous tube evaporator to provide some charge tolerance; that is, space is needed so that some of the charge can spill over from the evaporator. Normally accumulators for domestic systems are about 2 in. in diameter and 4 to 5 in. long," Taft commented.

Use of capillaries in systems larger than household refrigerators is "normally not too satisfactory," he added.

"Our engineering department, however, has worked out recommended capillary tube lengths and sizes for various sizes of refrigerators and desired temperatures.

"For example, we would recommend that on a fan-cooled condensing unit of 1/2-hp. size operating at 10° F. evaporator temperature (as in a normal domestic job), 60 in. of .031 in. capillary tube should be used.

Penn Brass Addition



Papco Tubing Tool Makes Improved Flares Faster

ERIE, Pa.—The annual sales meeting of Penn Brass & Copper Co. held here recently, disclosed the new advertising, sales promotion, and merchandising program for 1949-50.

Of particular interest to representatives was the company's exacting "cotton test," which established "new quality controls for better tubing."

The newly-designed Penn tubing packages, called "Job-Pak," were shown for the first time. Emphasized were their "sturdiness, easy identification by color and type, and personalization for the automotive, bottled gas, and refrigeration trade."

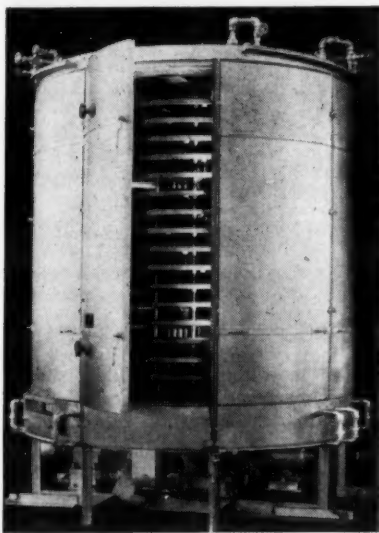
Announcement was made of "Form-a-Gage," Penn's latest addition to the Papco tube tool line. This new tool produces better flares faster, the company claims.

New 'Turbo Cooler' Handles Granular Solids

LONG ISLAND CITY, N. Y.—A new model of its "Turbo Cooler," especially applicable in the cooling of free flowing, granular, or powdery solids, is being introduced by The Wyssmont Co., 31-04 Northern Blvd., Long Island City.

The design elements in the company's "Turbo Dryer," such as uniformity of cooling, intermittent turning over of materials, spreading, and gentle handling, are included in the new Turbo Cooler, the company explains.

Cooling in a Turbo is accomplished by circulating air at a controlled velocity over the surfaces of the materials that have been freshly exposed by the transfers. Material entering through an opening in the roof of the cooler moves downward from tray to tray after each revolution. When it reaches the bottom it



is swept out through a discharge chute.

The circulating air may be cooled within the unit by installation of cooling coils between the trays and housing, or externally by recirculating a predetermined volume of air through cooling coils located in a duct outside the unit. For cooling material from relatively high temperatures, recooling of air is omitted. Room air is drawn in at the bottom and leaves heated at the top.

There are only two rotating parts—a rotating structure carrying the trays, and centrally located fans mounted on a vertical shaft turning on ball bearings.

Turbo Coolers are available in steel, aluminum, or stainless steel for parts coming contact with the material to be cooled. Trays may also be obtained of Chemstone or Transite. Other materials of construction are available.

Monsanto Produces New Detergent for Cleaning Lockers Below Zero

ST. LOUIS—A detergent and wetting agent which will remove fruit stains, blood, fatty particles, and other proteinaceous material at temperatures below zero has been introduced for meat and locker plant operators by the Monsanto Chemical Co.

The product is Santomerse No. 1, a synthetic organic detergent. Extremely stable in acid and alkaline solutions, Santomerse No. 1 functions in either hard or soft water, and in addition markedly retards the growth of mold and bacteria. Its ability to function in salt water makes it an especially effective locker plant cleaner. A brine solution containing 2.5 lbs. of salt and 2 oz. of Santomerse No. 1 per gal., will clean the interiors of individual food lockers at temperatures as low as -4° F. This eliminates the need for defrosting while the germicidal and deodorant action of the solution leaves lockers fresh and sweet, the company said.

Santomerse No. 1 may be purchased from cleaning and janitor supply houses or detergent compounders. If it is not available locally, write to the Phosphate Div., Monsanto Chemical Co., St. Louis 4.

G-E Appoints W. H. BonDurant Northeast District Sales Mgr.

BOSTON—Walter H. BonDurant has been appointed northeastern district manager of appliance sales for the General Electric Co., A. M. Sweeney, general sales manager of the Appliance & Merchandise Department announced recently. He succeeds C. A. Reeves, who has been assigned other duties.

BonDurant was formerly central region manager for Hotpoint, Inc.

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V-Belt Selling Aids Described In Booklet Issued by Goodrich Co.

AKRON, Ohio—A new catalog section which illustrates and describes the merchandising aids which The B. F. Goodrich Co. furnishes its sales outlets for light V-belts has just been published and is now available upon request.

Featured among the sales tools which the company offers are its belt merchandisers. These include equipment which when assembled enables the merchandiser to display V-belts to best advantage throughout the year.

Others described in the catalog section are the replacement guide book, belt number comparison chart, belt measuring stick, wooden display boards, belt number cards, metal identification signs, belt display racks, window decals and streamers, counter cards, V-belt sleeves, direct mail, including suggested sales letters, and newspaper mats and electrotypes.



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NEMA Aug. Refrigerator Sales at 314,839

Electric Household Refrigerators
(Lacquer and Porcelain Exterior Cabinets) (Advertised Sizes)Complete Refrigerators Only
Sales by Sizes—Units

AUGUST (12 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft....	194	194
2. 4 cu. ft.	2,289	61	2,350
3. 5 cu. ft.
4. 6 cu. ft.	51,245	2,176	53,421
5. 7 cu. ft.	89,365	1,810	91,175
6. 8 cu. ft.	99,473	2,147	101,620
7. 9 and 10 cu. ft.	56,221	885	57,106
8. 11 and 12 cu. ft.	8,835	138	8,973
9. 13 cu. ft. and up
10. Total	307,622	7,217	314,839

FIRST EIGHT MONTHS (12-13 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft....	1,529	1,529
2. 4 cu. ft.	16,898	1,431	18,329
3. 5 cu. ft.
4. 6 cu. ft.	341,570	25,592	367,162
5. 7 cu. ft.	588,378	1	20,136	608,515
6. 8 cu. ft.	888,466	4	28,743	917,213
7. 9 and 10 cu. ft.	702,308	2	16,812	719,122
8. 11 and 12 cu. ft.	122,697	3,199	125,896
9. 13 cu. ft. and up	35	1	36
10. Total	2,661,881	7	95,914	2,757,802

Participating companies: Admiral Corp.; Avco Mfg. Corp.; The Coolerator Co.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint, Inc.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; Norge Div., Borg-Warner Corp.; Sanitary Refrigerator Co.; Westinghouse Electric Corp.; Seeger Refrigerator Co. (out 1-1-49); Stoddard Mfg. Co. (out 5-1-49).

Selling Heat Pump, Home Laundry Are Topics
For 3-Day Southeast Electrical Conference

ATLANTA—Retail sales management, sales possibilities of the heat pump, the complete home laundry, and effective specialty selling are among the subjects to be discussed at the Southeastern Electrical Exchanges' conference in the Atlanta Biltmore hotel here Oct. 26-28.

The program has been prepared to reflect the conviction that utilities must take the lead in encouraging aggressive selling, particularly in this fast-growing part of the country, according to J. W. Talley, managing director of the exchange.

Speakers for the general sales conference include Orrin E. Wolfe, vice president of Hotpoint, Inc.; Joe Rushmore, manager of the major dealer division of Frigidaire; and W. T. Christy, manager of General Electric Appliances, Inc., Jacksonville.

H. M. Sawyer, vice president of American Gas & Electric Co.; H. G. Isley, general manager of Carolina Power & Light Co.; and Robert Whitney, president of the National Sales Executive Club, will also speak at the general conference.

Dan Packard, household sales manager of Kelvinator, will talk on "The Industry's Stake in Reestablishing Good Retail Sales Management" before the residential and rural sales committee. Others scheduled to address this group and their subjects are:

W. W. McMillan of the McMillan Co., Jacksonville—"Sales Possibilities of the Heat Pump"; E. O. George of the Detroit Edison Co.—"The Complete Home Laundry"; C. E. Quigley of Frigidaire—"Effective Specialty Selling."

Also, Frederick P. Comblor of the Electrical Wire & Cable Department of U. S. Rubber Co. will consider "Electric Radiant Panel Heating"; Myrtle Fahsbender of Westinghouse will discuss "Four Degrees of Residential Lighting"; and E. S. Stephens of Kansas City Power & Light Co. will talk on "Promoting Electric Bed Covering."

The heat pump will also be discussed before the sales section of the commercial committee, along with commercial cooking.

Lester Keilholtz Dies,
Was Frigidaire Engineer

DAYTON—Lester S. Keilholtz, 65, a retired chief engineer of Frigidaire Div., General Motors Corp., died in his sleep at his home here Oct. 18.

Keilholtz was a graduate in mechanical engineering at Toledo Polytechnic university in 1903 and Ohio State university in 1907.

He joined National Cash Register Co. here and later became chief draftsman for what was then Delco Ignition. When Delco Light was formed in 1916, he was appointed chief engineer.

With the formation of Frigidaire here in 1920, he became chief engineer for both concerns. He continued in this capacity until 1930, when he retired because of a heart ailment.

He was secretary-treasurer of the Dayton Executives Club at the time of his death. He was once president of the group.

What Happened
In the IndustryAs Reported In Air Conditioning &
Refrigeration News

20 Years Ago . . .

Hussmann-Ligonier Co. acquired the Gustav J. Gruendler Mfg. Co. . . . Hot-N-Kold Corp., Kelvinator distributor in San Francisco, retired from its retail activities. . . . AIR CONDITIONING & REFRIGERATION NEWS published a Directory of Cabinet Manufacturers.

. . . People

A. W. Berresford, president of American Engineering Council, was named managing director of Nema to succeed Alfred E. Waller. . . . P. B. Zimmerman, general sales manager for G-E's refrigeration department, predicted that refrigeration sales would lead the major appliance field in dollar volume in 1930.

Vance C. Woodcox was named domestic sales manager of Kelvinator Corp.

15 Years Ago . . .

Alcatraz officials would not allow the distributor to install 27 Kelvinator refrigerators in the newly opened Federal prison. Instead, one of the guards was sent to the mainland to take service instruction. The refrigerators were delivered to the "Rock" by Federal police boats. All these precautions were to keep the prison escapeproof.

Detroit School of Refrigeration opened with George H. Clark of Mercier & Clark, local service firm, as president. . . . Stewart-Warner denied rumors that it was dropping out of the refrigeration field.

The newly formed Control Corp. of America was to handle theater sales and installations of Airtemp air conditioning equipment. . . . F. T. Letchfield, consulting engineer and assistant vice president of Wells Fargo Bank and Union Trust Co., predicted that air conditioning sales for 1934 would exceed \$10,000,000. . . . AIR CONDITIONING & REFRIGERATION NEWS published its first Air Conditioning Specifications Data.

. . . People

George W. Mason was elected to the executive committee of Nema and G. M. Johnston became chairman of the association's refrigeration division. . . . Frank J. Connolly was appointed sales engineer for the New York office of Allen-Bradley.

10 Years Ago . . .

Jewett Refrigerator Co., Inc. introduced "Bev-a-dor," a cylindrical soft drink cooler with revolving shelves. . . . Small appliances had a 12-month retail volume of \$70,000,000.

Deaconess hospital and Buffalo General hospital, both of Buffalo, installed "Therm-O-Rite" units for "frozen sleep" treatment of cancer patients. . . . NRDC launched an attack against 36-month time payment plans.

. . . People

James S. Knowlson, already chairman of the board at Stewart-Warner Corp., was elected president to succeed J. E. Otis, Jr. . . . Walter E. Landmesser, sales manager of the commercial air conditioning and refrigeration division of York Ice Machinery Corp., was elected chairman of Nema's Commercial Refrigeration Section.

George Chapman and Carl Snyder were named assistant managers of the G-E appliance and merchandise department.

Curtis
REFRIGERATION
AIR CONDITIONING
COMMERCIAL

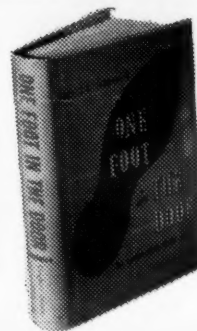
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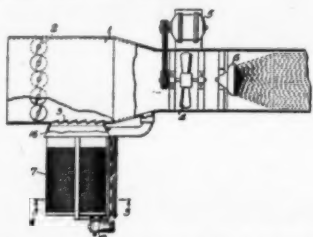
ACCESSORIES

Superior Valve and Fittings Co.
PITTSBURGH 26, PENNA.

PATENTS

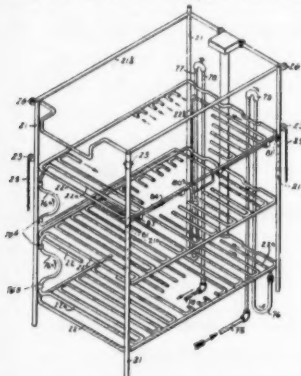
Week of June 21

2,473,501. AIR FILTER. Agnew H. Bahnsen, Jr., Winston-Salem, N. C. Application July 9, 1945, Serial No. 603,761. 7 Claims. (Cl. 183-60.)



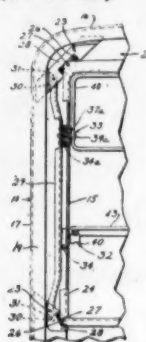
1. An air filter comprising a filtering cylindrical wall mounted for rotation on its longitudinal axis, means for rotating the cylinder, means for sucking air inwardly through said cylindrical wall and withdrawing air from the interior of the cylinder, means for cleaning the cylindrical wall comprising a first chamber positioned outside the cylinder, said first chamber having a slot embracing a portion of the cylindrical wall, means within said first chamber engaging said cylindrical wall through said slot for detaching accumulated filtered material from said surface; a second chamber positioned within said cylinder and having a slot embracing a portion of the inner surface of the cylindrical wall opposite said last named means; a stationary air filter connected to said second chamber and means for sucking air from said last named chamber through said stationary air filter.

2,473,508. FREEZER SHELF CONSTRUCTION. Douglas Collins, Salisbury, N. C. Application Aug. 10, 1945, Serial No. 610,061. 7 Claims. (Cl. 62-126.)



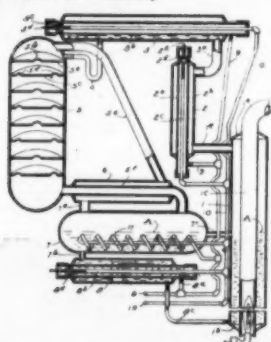
1. In a refrigerating device a vertically movable frame, a conduit for the passage of a fluid refrigerant, said conduit being carried by and movable with the frame and constituting a shelf for supporting and maintaining intimate thermal contact with the articles to be frozen, and means for guiding the vertical movement of said frame.

2,473,573. REFRIGERATOR LINER SUPPORT. George E. Curtis, Jr., Penn Wynne, Pa., assignor by mesne assignments, to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application April 10, 1946, Serial No. 660,976. 4 Claims. (Cl. 62-39.)



1. A refrigerator cabinet construction comprising a substantially rectangular open front casing, a substantially rectangular open front inner food compartment liner disposed within said casing in spaced relation therewith, an evaporator disposed within said liner, a support positioned in each corner of said casing, means for securing the corner portions of said liner to said members in thermally non-conductive relation therewith, liner support means carried by said members, and apparatus connecting said support means in thermally non-conductive relation with both said liner and said evaporator for supporting said liner and said evaporator within said shell.

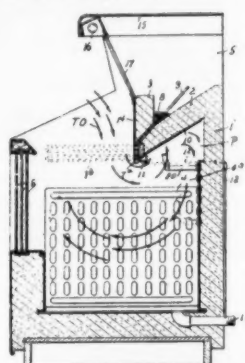
2,473,730. REFRIGERATING MEANS. John F. Saye, Powersite, Mo. Application April 23, 1947, Serial No. 743,405. 5 Claims. (Cl. 62-119.5.)



1. In a refrigerating means of the class described the combination of a generator containing aqueous ammonia, a heater for said generator, a rectifier above said generator and communicating therewith having cold water inlet means and a thermostatic throttling outlet valve arranged to provide indirect heat conduction from ammonia to said water, a condenser communicating with the upper end of said rectifier having cold water inlet and ther-

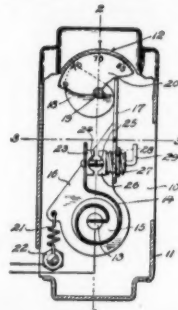
mostatic throttling valve outlet for cooling ammonia therein by indirect thermal conduction of heat from said ammonia to said water.

2,473,781. MEANS TO ELIMINATE DRIPPAGE OF CONDENSATION IN OPEN-VIEW FROZEN FOOD CASES. Julius A. Brinkoeter, San Antonio, Tex., assignor to Ed Friedrich, Inc., San Antonio, Tex., a corporation of Texas. Application Oct. 28, 1947, Serial No. 782,514. 4 Claims. (Cl. 62-89.5.)



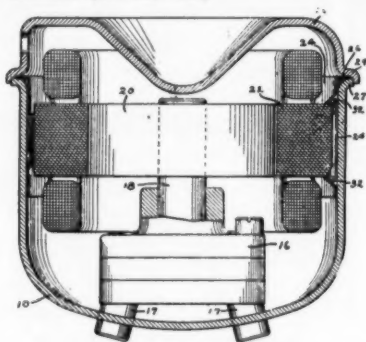
1. In an open top frozen food refrigerator case having a back wall, side walls and a front window with a top rail and having warming coils around two sides and the back of the top opening of the refrigerator: the invention which comprises a semi-ceiling extending upwardly rearwardly from the back of the top opening of the refrigerator and cooperating with the back wall of the case to provide a recess, and a condensate drain gutter along the lower edge of said semi-ceiling, and a drain pipe leading from said gutter to the outside of the case.

2,473,789. THERMOSTATICALLY OPERATED SWITCH. George W. Crise, Columbus, Ohio, assignor to Crise Electric Mfg. Co., Columbus, Ohio, a corporation of Ohio. Application March 25, 1946, Serial No. 656,795. 5 Claims. (Cl. 200-132.)



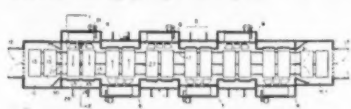
1. In a thermostatic switch, a base, a bimetallic element mounted at one end on said base, said element having a free end deflectable in response to temperature variations, a contact carried by the free end of said element, a permanent magnet having spaced poles mounted on the free end of said element adjacent to said contact, an adjustable supporting member arranged on said base, a threaded device rotatably adjustable on said supporting member, a contact on one end of said device arranged for intermittent engagement with said element contact, and a second permanent magnet having spaced poles mounted on the bodily movable with said threaded device and disposed in registration with said first-named magnet, the rotational adjustment of said device causing variation in the strength of the magnetic field provided between said magnets and control of the spacing between said contacts.

2,473,904. REFRIGERATING APPARATUS. Francis I. Rataiczak, Dayton, Ohio, assignor to General Motors Corp., Dayton, Ohio, a corporation of Delaware. Application April 23, 1946, Serial No. 664,417. 6 Claims. (Cl. 230-58.)



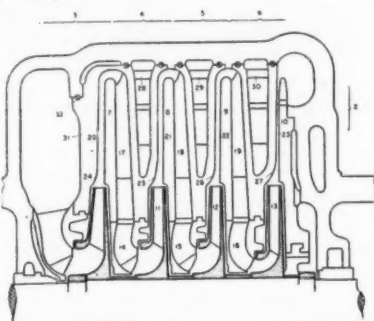
1. In combination, a housing, a motor including a motor stator, a motor stator mounting bracket carried by said housing and comprising a split ring arranged in engagement with said housing and having axially extending embossed ribs adapted to engage said motor stator, and motor stator positioning ears embossed in said ring limiting axial movement of said stator, said ears comprising inwardly protruding conical portion in which the base of each conical portion faces the motor stator and in which the outer surface of the conical portion constitutes a cam surface for camming the split ring outwardly as the motor stator is inserted into the ring during assembly.

2,474,069. FOOD FREEZING TUNNEL. Americo Silvera, Syracuse, N. Y., assignor to Carrier Corp., Syracuse, N. Y.



1. In a combination of apparatus of the character described, an enclosure, said enclosure having a floor, ceiling and sides, means disposed at one side of the enclosure housing a cold diffusing apparatus, a distributing duct adjacent the ceiling area for conveying air from the cold diffuser apparatus, a plenum at a side of the enclosure opposite the cold diffuser apparatus, one of the sides of the enclosure forming a side of the plenum, a diffuser grille forming the opposite side of the plenum diffusing air from the plenum into the area formed by said apparatus, duct and plenum, said area constituting a tunnel, and means for conveying food to be frozen through said tunnel.

2,474,077. COMPRESSOR WITH INTER-CHANGEABLE STAGE ELEMENTS. William E. Trampler, Olean, N. Y., assignor to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application Jan. 15, 1945, Serial No. 572,870. 3 Claims. (Cl. 230-130.)

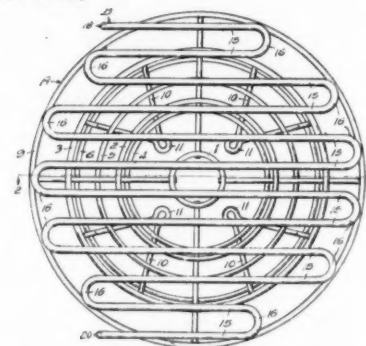


1. A centrifugal compressor for gases of the character described including a plurality of stages for compression, each stage occupying an equal distance within the casing of the compressor, removable diaphragm assemblies for the respective stages, a fixed diffuser wall serving as an outer wall for the diffuser passage of one stage and as an outer wall for the inlet passage of the succeeding stage, each diaphragm assembly in any stage being removable and replaceable by a diaphragm assembly of different conformation, the distance between diffuser walls of any two adjacent stages remaining the same regardless of changes in diaphragm assemblies.

2,474,100. ICE DISINTEGRATING UTENSIL. Frank W. Earnest, Jr., Wilkes-Barre, Pa. Application March 18, 1948, Serial No. 15,522. 1 Claim. (Cl. 241-168.)

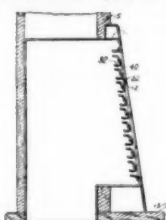
A hand tool for disintegrating ice cubes into relatively small fragments, comprising a rigid hand grip to be held by the user, a relatively massive spheroidal impact member forming an impact point focus area, and an elongated handle forming a rigid connection with said grip and with said impact member, and medially aligned with said focus point area, said handle being formed of flat spring metal to vibrate flatwise rapidly in response to oscillation imparted to said handle by the user, whereby a succession of closely spaced taps are produced on an ice cube to cause disintegration thereof.

2,474,109. REFRIGERATED FAN GUARD. Nellie G. Keller and William J. Keller, St. Louis Mo. Application July 30, 1946, Serial No. 687,084. 1 Claim. (Cl. 257-259.)



An evaporator coil adapted to be mounted upon and fixed to the front face of an electric fan guard, said coil comprising a single length of tubing formed to provide spaced straight horizontal runs of various lengths on opposite sides of the horizontal centerline of the evaporator, said runs connected at their ends by curved bends, and the horizontal runs adjacent the curved bends being curved rearwardly to arrange the curved bends to lie in a circular outline to the rear of the spaced straight horizontal runs.

2,474,152. DIRECTIONAL AIR FLOW LOUVER. Marion I. Levy, Cleveland, Ohio. Application March 29, 1946, Serial No. 658,066. 1 Claim. (Cl. 98-101.)



A damper, comprising in combination, a stationary plate formed of stamped sheet metal including side frame elements and having a first series of horizontally extending and vertically spaced bars between said frame elements and also having a first series of slots between the said bars, each of the said bars having a laterally extending inclined fin projecting rearwardly and upwardly from the bottom edge thereof and formed from the metal removed from the adjacent slot; a plurality of guide tabs on the side frame elements, spaced therefrom and forming guiding channels thereon, a movable plate of stamped sheet metal including side frame elements engaged by the said guide tabs and movable in the said channels, the said plate having a second series of horizontally extending and vertically spaced bars between said frame elements and slidably engageable with the first series of bars and also having a second series of slots between the said bars, each of the second series of bars having a laterally inclined fin formed of the metal removed from the adjacent slot projecting rearwardly and upwardly from the top edge thereof and through a contiguous slot of the first series, all of the fins of the respective stationary and movable plates being inclined at the same angle, the second series of bars obstructing the first series of slots and the said fins of both the first and second series being in close contact when the movable plate is in its closed position and correlatively the said bars clearing the said slots and the said fins of the two series being separated when the movable plate is in its open position, the said movable plate having a handle mounted thereon to facilitate movement thereof with respect to the stationary plate.

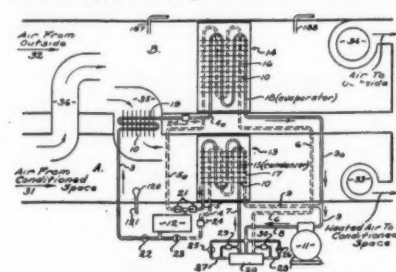
2,474,190. THERMOSTATIC SWITCH. Malcolm E. Porter, Middleboro, Mass., assignor to The Lohi Mfg. Co., Middleboro, Mass., a corporation of Massachusetts. Application May 2, 1947, Serial No. 745,599. 5 Claims. (Cl. 200-135.)



1. In a thermostatic control device, an insulating housing defining an interior chamber, a pair of contact elements in coating relation within said chamber, at least one of said contact elements comprising a bi-metal strip movable toward and from the other contact element in response to temperature changes, there being an access opening through each of two opposite walls of said housing through one of which said bi-metal strip may be engaged and bent in direction towards the other strip and through the other of which said bi-metal strip may be engaged and bent in direction away from the other strip for calibrating the device, and a pair of terminals exteriorly of the housing and each in electrical connection with a different one of said strips.

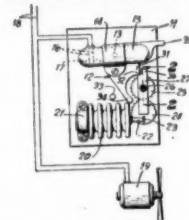
Week of June 28

2,474,304. REVERSIBLE CYCLE HEAT PUMP. Gilbert E. Clancy, Los Angeles, Calif., assignor to Drayer-Hanson, Los Angeles, Calif., a co-partnership. Application Jan. 28, 1946, Serial No. 643,941. 19 Claims. (Cl. 62-6.)



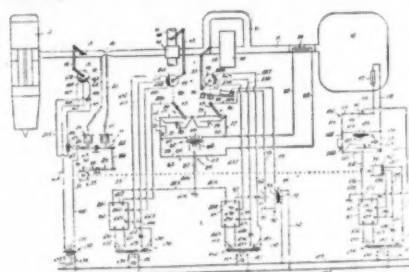
1. In a reversible cycle heat pump of the type which includes structure embodying a conditioning passage for fluid to be heated or cooled, another passage for a heat carrying fluid, means for moving a fluid to be heated or cooled through the conditioning passage, means for moving a heat carrying fluid through the other passage, a condenser coil and an evaporator coil positioned in each of the two passages in heat transferring relation to the fluid flowing therein, refrigerant conduit circuiting including two parallel refrigerant circuits each of which includes the condenser coil in one fluid passage and the evaporator coil in the other fluid passage, and valvularly controlled means for circulating refrigerant selectively through either circuit; the improvement which comprises structure forming an entrance through which a restricted amount of heat carrying fluid is introduced into the conditioning passage from the other passage, a refrigerant sub-cooling coil in said entrance, and conduit means by which the sub-cooling coil is incorporated in one of the refrigerant circuits between the condenser and the evaporator of that circuit.

2,474,369. AIR CIRCULATION CONTROL SYSTEM. William A. Ray, Los Angeles, Calif., assignor to General Controls Co., a corporation. Application Aug. 19, 1944, Serial No. 550,160. 3 Claims. (Cl. 98-1.)



1. In a system for cooling a house by circulation of outdoor air to the interior of the house: means for effecting said circulation of air, electrically-operable means for operating said circulation-effecting means, switching means for controlling said electrically-operable means and biased to circulation-stopping position, means manually movable to a position to set said switching means in circulation-starting position, means responsive to the temperature of the house for so operating said movable means as to trip the switching means to circulation-stopping position upon rise of house temperature, and means for maintaining said temperature responsive means continuously in operative relation to said movable means so that the switching means is tripped upon any rise of house temperature, said maintaining means including means forming a slip-clutch.

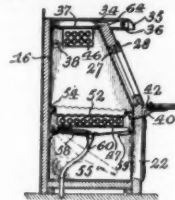
2,474,441. TEMPERATURE CONTROL APPARATUS FOR CABINS OF AIRCRAFT. Hubert T. Sparrow, Minneapolis, Minn., assignor to Minneapolis-Honeywell Regulator Co., Minneapolis, Minn., a corporation of Delaware. Application June 6, 1946, Serial No. 674,748. 17 Claims. (Cl. 62-6.)



1. In an aircraft having a cabin, means for compressing air for said cabin, conduit means for conducting said air to said cabin, means responsive to the rate of air flow through said conduit means, valve means for controlling said air flow, said valve means being controlled by said rate of flow responsive means, said conduit means including aftercooler means, means for passing cooling air through aftercooler means, means for controlling the said flow of cooling air, said conduit means also including refrigerating means downstream of said aftercooler means and bypass means around said

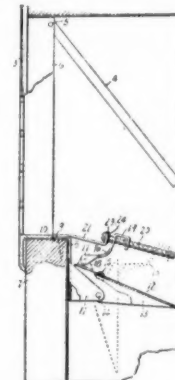
refrigerating means, diverting means for controlling air flow through said refrigerating means and said bypass means, means responsive to the temperature of the air discharged from said conduit means into said cabin for controlling said cooling air circulating means and said diverting means in a sequence to lower the discharge air temperature wherein the aftercooler is first used for a portion of its capacity, the refrigerating means is next used with the aftercooler, followed by the use of the refrigerating means alone and then by the refrigerating means and the aftercooler together, and means responsive to the cabin temperature for adjusting said rate of flow responsive means and said discharge air temperature responsive means.

2,474,452. REFRIGERATOR. Adelard Amyot, Montreal, Que., Can. Application Feb. 14, 1946, Serial No. 647,483. 3 Claims. (Cl. 62-89.5.)



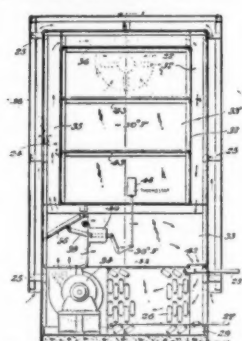
1. A refrigerator comprising a case having a cooling coil disposed intermediate the top and bottom, a partition immediately above the cooling coil dividing the interior of the case to form upper and lower compartments, a drip pan normally supported immediately below the coil and conveniently inclinable to a downward position for convenient cleaning thereof, an open mesh partition disposed above the first mentioned partition, hinged shelf sections mounted at the front of the case movable to upward out-of-the-way positions and downward horizontal supporting positions, an inclined upper front wall frame, a glass plate supported longitudinally across the said frame in the upper half thereof, the hinged shelf sections being adapted to close the space below the glass plate when moved upwardly.

2,474,455. AIR DUCT CONTROL. Kenneth L. Babcock, Muskegon, Mich., assignor to Air Control Products, Inc., Coopersville, Mich.



1. The combination with a wall register and a conduit of rectangular section operatively associated therewith, of a plate-like damper hanger provided with rearwardly projecting arms at its ends and having an out-turned flange at its upper edge adapted for attachment to a supporting part at the front of the conduit, a damper having downturned flanges of substantial width at the ends thereof pivotally mounted adjacent their lower edges on said hanger arms, the pivots being substantially spaced from the front edge of the damper, a pivot ear on the upper side of said damper adjacent the front edge thereof, a rearwardly projecting link pivotally mounted at its forward end on said ear and having a loop at its swinging end, an adjusting screw having threaded engagement with the arms of said loop whereby the screw is supported against angular movement relative to the link, and a supporting arm on which said screw is mounted to permit rotation thereof and to prevent angular movement relative to the arm, said arm being fixed at one end to the supporting flange of said hanger, said link being springable whereby the movable parts are subjected to spring stress, the parts being carried by said hanger permitting their assembly within the conduit as a unit.

2,474,499. MULTIPLE TEMPERATURE REFRIGERATING UNIT HAVING AIR CIRCULATING MEANS. Charles L. Spoonhour, Waynesboro, Pa., assignor to Frick Co., Waynesboro, Pa.



1. In a refrigeration system a cooling unit, walls defining a quick-freezing chamber, walls defining a low temperature chamber, means for circulating refrigerated air through said quick-freezing chamber, and in contact with the walls defining the low temperature chamber for refrigerating said chambers, wall structure confining the air circulated in contact with the wall of said low temperature chamber in a manner such that said confining wall structure is refrigerated, additional wall structure defining with said confining wall structure a relatively thin chamber about said confining wall structure, and means providing a high temperature refrigerating chamber exteriorly of said relatively thin chamber, and means for circulating air through said relatively thin chamber from said high temperature chamber for refrigerating the high temperature chamber.

(To Be Continued)



BRITAIN OUTDOES U. S. IN CONTEST FOR MARKETS

The United States & Middle East Corp.
Hartford, Conn. U. S. A.
or
Cairo, Egypt

Editor:

As a subscriber to your paper, an American citizen, and the head of a U. S. A. firm whose entire efforts are pointed to the development of U. S. A. trade outside of the States (Middle East) and whose field of activities centers primarily in refrigeration, I want to offer my criticism to Mr. Gifford's report.

I do not believe that any group of U. S. businessmen would be pleased to lose their entire export market and at the same time develop Foreign competition to the point where it would undermine our own economy. Yet I believe that this would be just what would happen and what is happening. Attached is a partial list of U. S. A. trademark names which are familiar in Egypt, Syria, Lebanon and, in fact, in all Middle Eastern countries. Yet these goods are made outside of the states. Being away from the States I am unable to have the figures placed in front of me just how many MILLIONS of U. S. A. Manhours are lost forever to U. S. A. labor by the transfer of these trademark factories outside of the States. It is true that Capital will still get its return even in U. S. A. dollars but can our economy stand with the Workers including the Middle Man this loss of Man Hours and then what about these self-same goods of Foreign make entering our own country?

When are those cloud-riding idealists going to come to Earth and its realities? Would Britain, should the shoe be reversed, even consider any of the minor helps given to her by the U. S. A., let alone such gifts as E. C. A.; Lend-Lease; Cash Loans, etc.? Study her record and then reply. One day our people will become aware of the co-operative spirit of the British with her sterling Blockade, preferential monetary agreements and financial politics. Yes, even great organizations like Oil are getting their eyes opened slowly. (The British Egyptian financial agreement in its present form recently concluded all but eliminates every oil company except Shell, other lines stand a smaller comparative chance of operating).

Until such time as Foreign Countries, and Britain as their leader, change their despicable capitalistic systems to enable the worker to live and NOT EXIST ONLY, she deserves no sympathy from our country. The writer considers himself as an ordinary American Citizen, with an ordinary education, later a tradesman with a Journeyman's license, then a Masters with its complications. I know if the true situation was ever placed before the run and file of our citizenry that they would never condescend to our handouts in Foreign lands. Yes, the wealthy of Europe still hold their own and, yes, the workingman sweats the day out for a pittance half of what is needed for his welfare under such systems. It is easy for one to see why our former Eastern Allies' promises of a workers Paradise are considered. Again getting back to the original

theme: Do you or any of our clear thinking people believe that if any European Country had our technical knowledge, our manufacturing ability, our Know-hows but their scale of labor prices, that they would permit U. S. A. made goods to compete in any Foreign lands or that these self-same goods would not enter in our own homelands and drive our goods off the Market?

Have you forgotten the Japanese electric lights, their pipe fittings, and other goods which appeared in volume before Pearl Harbor? Don't for a minute believe that any Foreign Country will buy goods of U. S. A. origin if the same or nearly the same goods are available at a lower price. Don't be fooled all the time.

Since the countries my firm operates in are dominated by British interests with no interference by our politics I am fully aware of the high type British acumen, their superior politicians who always look into the future and who rightly are protecting their country's economic, political, and financial interest. Yes, I admire them BUT it irritates me as a citizen of the world's greatest country that we are not ahead of them in each move. Forget their propagandists; investigate truly what their influence on individual countries has done for that country; investigate Britain itself. Don't take the word of Senatorial committees that know everything about a country after a 24-hour visit including a Luncheon, a cocktail party, and a Banquet. But get out among the people, the real people who make up a nation, not the handful of Politicians and wealthy, but the workers. I am sure that when our people back home look at the situation clearly that they would take immediate steps to protect their interests and the interests of the world's masses in our aid to Foreign countries, when Britain as the leader of Europe gives labor its just return as given in the States then and only then should we teach her our KNOW-HOW.

It would be interesting to know just how the millions of Americans both plain citizens and Armed Forces members who have been in Europe feel about this same question.

In closing the writer wants to acknowledge the pleasure he gets from reading Inside Dope weekly and thanks you for the many tips received from "One Foot in the Door" and "The Marshal's Baton."

GEORGE F. BRANDT
President

P.S. Here is the list of trade-marks I mentioned:

(1) Gillett, (2) Toni, (3) Palmolive, (4) Dictaphone, (5) Remington, (6) Kolynos, (7) Cutex, (8) Tampax (9) Max Factor, (10) Ford, (11) Coca Cola, (12) Jantzen, (13) Bristol, (14) Ideal Boiler, (15) Standard Sanitary, (16) Colgate, (17) Dreen, (18) Parker 51, (19) Ipana, (20) Listerine, (21) Johnson & Johnson, (22) Heinz 57 Varieties, (23) Kellogg, (24) Arrow Hart & Hegeman, (25) Vitalis, (26) Rexall, (27) Crane, (28) Pepsodent, (29) Richard Hudnut, (30) Vapex, (31) O-Dorono, (32) Hoover, (33) Tangee, (34) Tatoo, (35) Lysol, (36) Westlock.

This is only a partial list coming to my mind as I write, but same could be extended to cover every field of endeavor, and more.

GEORGE F. BRANDT

BY PREACHING DEMOCRACY WE CAN KEEP OUT ISMS

Hamner and Nitsch Refrigeration Co.
Box 382
Tuscaloosa, Ala.

Editor:

In Atlanta I saw an autographed copy of "One Foot In The Door." I commented on the book and we immediately started an interesting discussion about George Taubeneck. Since that time I have intended to follow up our discussion with a letter to you; so here it is.

I want to thank you for all of us and let you know how much we appreciate the articles you write in support of the form of government which made this country great. If we would all fight as hard for our beliefs it would be impossible for the isms to creep in or for any one group to control our economy as some are trying to do today.

I have gone into partnership with one of the country's best service engineers (John M. Nitsch) who formerly lived and worked in Nebraska. We now are operating our new business as Hamner and Nitsch Refrigeration Co. John Nitsch, a former Air Force Staff Sergeant and a service engineer of many years experience has the best combination of business and technical experience of any serviceman I have ever had the pleasure to work with.

We are dealers for Hussmann, Baker, and Victor products and are connected with these organizations through Flint Refrigeration Co., Inc. of Birmingham, Ala., distributor for Hussmann, Baker, and Victor. We are engaged exclusively in commercial refrigeration construction, sales, and service.

GEORGE F. HAMNER,
Manager

MOST BUSINESSMEN PASS THROUGH THREE STAGES

5227 Highland Ave.
Kansas City, Mo.

Editor:

Still enjoying "Inside Dope," editorials, etc.

Even with the increasing decibel level, am of the opinion you are definitely in the third stage of the life of the alive American Businessman. You know there are three stages:

1st. "Viewpoints"—The way we think the other S.O.B. (with due credit to Washington) ought to do it, and.

2nd. "Perspectives"—How "the other fellows" think we should do it, and.

3rd. "Retrospect"—The trial balance of our assets and liabilities, made up of our viewpoints and perspectives.

At that, MORE POWER TO YOU—keep the good work going.

EARL G. MORGAN,
Refrigerating Engineer

'COULDN'T HAPPEN HERE' SHOULD BE REPRINTED

532 Rowland Road
Fairfield, Conn.

Editor:

I was interested in the guest editorial "It Couldn't Happen Here—Or Could It?" by Mr. E. N. Guild in the Sept. 12, 1949 issue of AIR CONDITIONING & REFRIGERATION NEWS; and I wonder whether it would be possible to have this editorial published in our local newspaper, *The Bridgeport Post*. It seems to me that this article carries a terrific punch and should be of vast interest to the general public.

If the above is possible, I would appreciate receiving your permission to send this article to *The Bridgeport Post*.

T. S. HOBBS

STEADY PROMOTION AIDS FREEZER FIELD GROWTH

Norge Div., Borg-Warner Corp.
670 E. Woodbridge St.
Detroit 26, Mich.

Editor:

All of our men have been following your articles on the home freezer with enthusiasm. I think you are doing an excellent job for a rapidly growing industry. It's that sort of thing that keeps AIR CONDITIONING & REFRIGERATION NEWS out in front as a trade paper—by all means keep up the good work.

'RED' CLARY,
General Manager

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

UNIVERSAL GRADUATES will be valuable additions to your refrigeration and air conditioning service and installation departments. Men from all parts of the country have graduated from our 34 week course in refrigeration and air conditioning. Twelve full-time instructors with years of experience. UNIVERSAL TRADES SCHOOL, 3600 North 24th Street, Omaha 10, Nebraska.

EXPERIENCED REFRIGERATION service man (domestic and commercial) would like to contact a firm with a good future. Interested in working on percentage of profit basis. Best of references as to ability and character. BOX 3330, Air Conditioning & Refrigeration News.

MANUFACTURER'S AGENCY wanted for line of cases and coolers, tavern equipment or package air conditioning to sell through established commercial refrigeration and air conditioning distributors and dealers in North Central Ohio. Twenty-three years experience in engineering and sale of these items. BOX 3331, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

ESTABLISHED MANUFACTURER seeks reliable representatives to sell high quality, UL approved air cleaning equipment on exclusive, commission basis. Product nationally advertised and sold throughout United States and Canada. Applicants must have established following among architects, engineers, jobbers and contractors. Territories open include Chicago, Cleveland, Milwaukee, Indianapolis, Dayton, etc. Send full details, BOX 3261, Air Conditioning & Refrigeration News.

DISTRICT SALES manager for complete commercial refrigerator line. Assignment to be factory designated territory in U.S.A. Real opportunity for a young, capable, aggressive sales executive with experience. Starting salary high four figures. BOX 3318, Air Conditioning & Refrigeration News.

EXPERIENCED SALES representative having established refrigeration and air conditioning contractor clientele to act as manufacturer's agent for national manufacturer of high side equipment. Attractive territories available. Write BOX 3324, Air Conditioning & Refrigeration News.

SALES BRANCH one of largest manufacturers commercial and air conditioning products needs experienced sales engineer to travel and supervise an existing dealer organization in Oklahoma. Must know commercial and air conditioning product application, drafting, air handling and distribution and how to help dealers close sales. Salary and expenses. BOX 3329, Air Conditioning & Refrigeration News.

NATIONALLY KNOWN plant in Tennessee needs maintenance supervisor experienced in installation of machine tools, special process equipment for steam, air and oil and their ordinary repair and upkeep, including the electrical wiring and control installations. Prefer applicant with the trade of journeyman-machinist or electrician. State in first letter synopsis of experience, salary expected and how soon available. BOX 3332, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

WHOLESALE SEALED unit exchange and rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Michigan.

HEAT EXCHANGERS and receivers. Various sizes. Brand new in original crates at less than manufacturer's cost. BIMEI CO., Cincinnati, Ohio.

BEVERAGE COOLERS: The biggest and best buy you will ever buy. 8 feet long with blowers and coils or plates. Plexiglas display doors, fluorescent lights, baked solid white or brown enamel exterior. Take advantage of this opportunity now at \$179.50 each. Special: Limited quantity of Sporlan D 47 1/2 ton low temperature "Freon" exp. valves in original cartons \$3.95. Ranco temperature control type B \$1.95 and 10' rolls 7/16" copper refrigeration tubing 40' roll. GENERAL REFR. & STORE FIX. CO., 856 N. Broad St., Philadelphia 30, Pa.

COMPRESSORS "FREON." 11 Westinghouse RW25 (25 H.P.). 4 condensers, RW705, for 4 of above compressors. All used. Offer at bargain. NATKIN & COMPANY, St. Louis.

CONDENSING UNITS—Lot of good used condensing units—1/2 hp. to 5 hp.—mostly York and Frigidaire, also some others; will sell all or any part at ridiculously low prices. Lot of used ceiling type blower coils for walk-in coolers, several small wall type blowers. Also fin coils for cases and coolers. Also lot of used full vision refrigerated cases—8' and 10' long as low as \$25.00 each. Also several used bottle coolers and other refrigeration equipment and store fixtures. No reasonable offers refused as we must vacate warehouse building. Dealers welcome. Some items: 1-8' D.D. Tesco; 1-14' single duty General; 1-7' full vision Hussmann; 1-16' single duty Hill case; 1-8' Fogel case; 1-8' fish and poultry case; ice cream machines (Mills and Bastian Blessing); ice cream cabinets; bobtail fountains—carbonators; freezer cabinets; two temperature cabinets; lot of new kiln dried ash lumber; water coolers; S.S. milk coolers; milk pumps; brine pumps; electric dishwashers; large blower with 3 hp. motor. Equipment located at 319-21-23 Liberty Avenue, SACK STORE FIXTURE COMPANY, 1421 Penn Avenue, Pittsburgh 22, Pa. ATLANTIC 1-8907.

LOW PRESSURE. Cutler-Hammer 9508-N200 20"V-40# range 10-26# settings 5-30# diff. \$2.95. Cutler-Hammer 9508N7 above ratings \$2.95 each. Penn 260AP01 20"-50# range 5#-30# diff. \$4.50. Minneapolis-Honeywell #10353467 range -20 to 50# \$4.00. White-Rodgers range 25" vac. to 50" pressure. 5#-35# diff. \$4.00. All items brand new. TRACO INDUSTRIAL CORPORATION, 455 West 19th Street, New York, N. Y., Dept. 13.

UNIVERSAL HERMETIC units, model S13L-1 1/2 H.P., \$49.50. Guaranteed brand new! Send for free folder. Shipped F.O.B. New York. Order now! TRACO INDUSTRIAL CORPORATION, Dept. A, 455 West 19th St., New York 11, N. Y.

FLARE-SWEAT fittings. Prices per 100. 1/4" flare nuts short \$4.50. 1/2" flare nuts short \$12.00. 3/4" x 1/4" flare union \$4.95. 1/2" x 1/2" half union \$4.95. 1/2" x 3/4" adapters \$14.95. 1/4" flare cap nuts \$2.95. 1/2" flare cap nuts \$6.95. 1/2" flare cap nuts \$7.95. 2" x 1/4" pipe straps \$0.80. 3/4" sweat couplings \$2.95. 1/2" sweat couplings \$2.95. 1 1/2" sweat couplings \$4.95. 1/2" x 1/2" Red. couplings \$5.95. All items brand new. TRACO INDUSTRIAL CORPORATION, Dept. 13, 455 West 19th Street, New York, N. Y.

KRAMER TRENTON Thermobanks. TV-75 complete with blower, Thermobank, solenoid, Torq clock, heat exchanger and strainer \$95.63. Combination #07 system, including two blowers, 1 B10 Thermobank, solenoid, Torq clock, heat exchanger and strainer \$175.00. All items brand new. TRACO INDUSTRIAL CORPORATION, Dept. 13, 455 West 19th Street, New York, N. Y.

HENRY RELIEF valve. Model 529-S. With inlet 1/2" ODS—outlet 1/2" ODS. Set for 200# pressure. Price \$2.50. Brand new. TRACO INDUSTRIAL CORPORATION, 455 West 19th Street, New York 11, N. Y.

WEEKLY SPECIALS. 1 H.P. liquid receiver complete with 2 shut off valves and fusible plug \$4.00. Primer products receiver 1/4" sweat inlet and outlet \$0.49. Esko plastic ice cube tray \$0.45. McIntire strainers 1/2" flare \$1.00. Wagner 3 H.P. 3 phase motor 1750 RPM 60 cycle A.C. 225 frame \$39.50 each. All merchandise new and shipped F.O.B. New York. TRACO INDUSTRIAL CORPORATION, Dept. 13, 455 West 19th St., New York 11, N. Y.

TECUMSEH COMPRESSOR bodies, model 2300 1/2 H.P. twin cylinder, complete with flywheel and service valves, \$18.50. Guaranteed brand new. Send for free folder. Shipped F.O.B. New York. TRACO INDUSTRIAL CORPORATION, Dept. 13, 455 West 19th Street, New York 11, N. Y.

EXPANSION VALVES. Detroit #786 3-6 tons, "Freon" \$5.00. Detroit #894 1/2 ton "Freon" non-adjustable low temperature 1.95. Sporlan 1 ton high temperature \$4.00. Electric Power products 1/4 ton \$2.95. 1/2 ton \$3.25. 1 ton \$4.00, and 2 ton \$4.00. All "Freon" or CHCl₃ with 1/2" inlet—1/2" outlet. Alco T-102 CHCl₃ or "Freon" 1/2 ton non-adjustable low temperature \$0.49. Alco TCLOF "Freon" 2 ton \$4.00. TO6-6M CHCl₃ 4 tons \$4.50. TOL2F "Freon" 5 tons \$5.00. TOLOM CHCl₃ 4 ton \$4.50. TLIF "Freon" 3 ton \$4.25. All material new and shipped F.O.B. New York. TRACO INDUSTRIAL CORPORATION, Dept. 13, 455 West 19th Street, New York 11, N. Y.

SERVEL HERMETIC units. Model L2-BALC 1/2 H.P. "F-12." Complete with receiver, \$53.10. Model H2EALC 1/2 H.P. "F-12." Complete with receiver, \$53.10. Faraday alarm system complete with trickle charger—Rancostat—neon bulb and holder. \$3.25. All items brand new. Send for free folder today. TRACO INDUSTRIAL CORPORATION, 455 West 19th Street, New York 11, N. Y.

WE DESIRE to dispose of various standard refrigeration valves, fittings, etc., as manufactured by Henry, Mueller Brass, Kerotest, York & Crane. If interested, write to BOX 3309, Air Conditioning & Refrigeration News.

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Appliance Industry Overcapacity--

(Concluded from Page 1, Column 4)
not the kind to be too much alarmed about."

"There are plenty of signs to indicate that the outlook is pretty good," he declared. "By pretty good, I mean that in general, we seem to have established a basis for a fairly satisfactory volume of sustained business for some time to come—until at least the middle of next year."

One of the main reasons for this view, Thompson pointed out, is that the construction industry has held up "fairly well." Predicting that the total dollar value of construction this year will be greater than 1948—"a whale of a big year"—he suggested: "Look for sustained activity over the next six to eight months."

The big uncertainty is steel and coal, he noted.

"If the strikes continue through October, these two items will put the Federal Reserve Board production index (now around 171) down to as low as 150-155, the lowest point postwar except for the bottom of the reconversion period," Thompson stated.

HITS TREND TO STATISM

The first luncheon session was addressed by Elmer L. Lindseth, president of Cleveland Electric Illuminating Co. and of Edison Electric Institute. Discussing what he termed "the most critical and urgent domestic problem America faces—the trend toward the socialistic state," he presented a six-point program of individual action to stem this tide.

Lindseth said businessmen must educate themselves on the economics of the American system; recognize that many proposals for reforming the American economy stem from real problems; be for right things, not merely against wrong things; spread the story of the American system, in terms everyone can understand and accept; take a more alert personal interest in government, and implement this interest by personal action; and truly deserve the confidence of the people.

After a panel discussion on league market expansion activities for dealers, Karen Fladoes, director of the Kelvinator Kitchen, revealed results of a nation-wide survey conducted by Kelvinator among rural, small-town, and urban users of its freezers.

She disclosed that of those replying to the poll, 89.8% reported savings from use of their freezers, the average being \$14.51 per owner per month. Urban averages were \$2.21 lower per month and rural averages

\$2.85 higher, she said.

Among other findings were these: 91.9% made fewer trips to the store and 89.8% were eating a better variety and quality of food than before buying a freezer.

She said the survey emphasized the points that urban users as well as rural users can save money with a freezer, that homemakers who have come to know the advantages of freezing and frozen food storage want larger freezers, and that there is no one more enthusiastic about freezers than users themselves.

FARM MARKET ANALYZED

Miss Fladoes was followed to the platform by S. B. Williams, chairman of the program committee of Nema's Industrial and Commercial Lighting Equipment Section, who gave a report on the Indianapolis lighting market survey.

J. R. Cobb, manager of farm market sales for Frigidaire, then talked on sales and service to the rural market, which he called "America's fastest-growing market."

Opening the second day's program, Richard P. Heppner, of the law firm of Donovan, Leisner, Newton, Lumbard & Irvine, New York City, discussed legal points in association work of which league managers should be aware.

He emphasized that in the operation of leagues, "care must be taken to insure that enthusiasm and initiative do not run beyond the law of trade regulations."

Among other things, Heppner cited examples of current litigation involving trade associations to emphasize "the attendant danger to an association and its members when the association becomes involved in the commercial relationships between manufacturers, jobbers, retailers, and consumers."

Next came a panel discussion on facilities available in leagues for training purposes and how they can be used, and a presentation of the Philadelphia plan to improve wiring in existing homes. The latter was made by J. A. Morrison, managing director of the Electrical Association of Philadelphia.

At the noon luncheon, Dan Halpin, director of television receiver sales for RCA Victor, spoke on "The Impact of Television On Our Business."

EXPLAINS 'KITCHENIZING'

W. T. Stuart, editor of *Electrical Construction and Maintenance*, opened the afternoon program by considering the possibilities and problems in heating homes by electricity. He predicted that electric heating ultimately would become the standard method of space heating.

T. O. McQuiston, chairman of Edison Electric Institute's electric kitchen and laundry committee, told the league managers what they should know about the "Kitchenizing" program, and Howell G. Evans, vice president in charge of sales for Hamilton Mfg. Co., told them what they should know about promoting the complete electric laundry.

Evans said there are three major obstacles to general consumer acceptance of the all-electric laundry: inadequate wiring, installations costs, and competition. The packaged mortgage plan, now available on a 10-year basis, is the best way to hurdle the first two obstacles, he asserted.

Regarding competition, Evans declared:

"The all-electric home laundry is affected by competition from the gas range, water heater, and dryer. Gas utilities all over the country have recognized the importance of the gas

dryer in the home laundry as the only major addition to gas appliances in the last 20 years. . . .

"It would seem that electric utilities have not yet awakened to the possibilities of the all-electric laundry and of the electric dryer as one of the key appliances in that setup."

"Their efforts are still scattered over a larger field. Their attack has not yet been directed through the dryer as it has in the kitchen through the range. Ten years ago, range installations were sixteen to one in favor of the gas utility. Today they are nearing a one to one ratio."

"The main bone of contention to the securing of an all-electric laundry, then, remains with those appliances that can also be purchased with gas as fuel—the water heater and clothes dryer. We know from our own experience records that the electrical industry at present is not holding its own."

H. H. Brennan, manager of the residential sales department of Pennsylvania Power & Light Co., wound up this session with a talk on lighting.

J. E. North, honorary president of the Electrical League of Cleveland, who has been a league president for 26 years, spoke at the annual dinner.

The following morning was devoted to a talk by P. D. Briggs, vice president of Ilg Electric Ventilating Co., on opportunities in the promotion of ventilation, and to an open forum on league operation and management. In the afternoon, conferees visited the General Electric Lighting Institute at Nela Park.

A business session on Oct. 15 closed the conference. The following officers were elected at this session:

A. H. Kessler, executive secretary of the North Central Electrical In-

dustries, Minneapolis, president; H. P. Wilson, secretary-manager of the Electrical Institute of the Tri-Cities, Rock Island, Ill., vice president; and J. G. Waddell, managing director of the Electric Institute of Boston, treasurer. O. C. Small, manager of the business development department of Nema, and J. F. Biggi, also of Nema, were reappointed secretary and assistant secretary, respectively.

The board of governors includes the officers and the following:

Paul Heath, manager of the Electric League of Western Pennsylvania, Pittsburgh; E. J. McGinnis, business manager of the Cincinnati Electrical Association; R. B. Hubbard, secretary-manager of the Rocky Mountain Electrical League, Denver; L. H. Bennett, manager of the Northern California Electrical Bureau, San Francisco; J. F. Mowat, acting manager of the Electric Service League of Ontario; and J. A. Morrison, managing director of the Electrical Association of Philadelphia.

Whiting Freezer Div. Sales Office Moves to Harvey, Ill.

HARVEY, Ill.—Whiting Corp. has announced the consolidation of the Whiting freezer division sales offices in Chicago with the company's general administration offices here.

"This merging of activity," said A. E. Bottenfield, vice president and merchandise manager, "places the freezer division in a position where the entire home and field organizations gain the advantages of close working cooperation with the executive, production, advertising, and service departments which have been maintained by Whiting."

Supermarket Operators To Discuss Store Layout, Self-Service Problems

CHICAGO—The Super Market Institute, composed of supermarket operators, will hold its mid-year meeting at the Hotel Cavalier, Virginia Beach, Va. from Oct. 31 through Nov. 3, and will discuss a series of problems that are currently bothering the operators, Claude W. Edwards, president of the group, has announced.

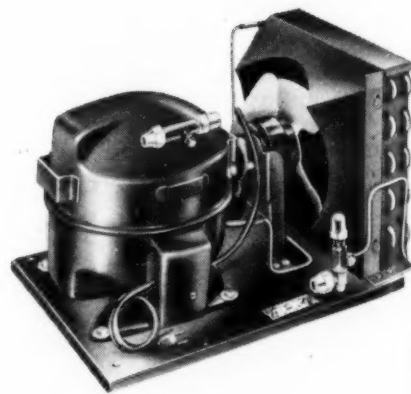
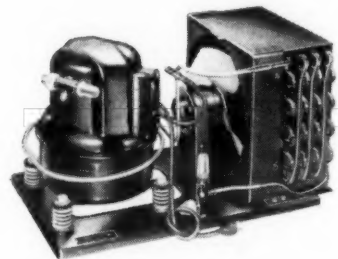
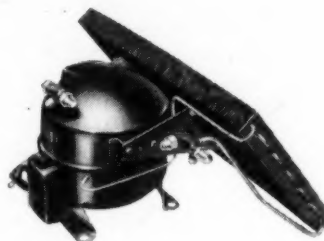
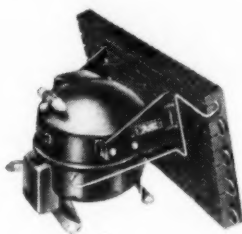
The topics of discussion were selected from results of a nationwide survey, he revealed. They will include price trends, management techniques, standards in expense ratio to volume and sales per man hour, direct buying, kind of market needed for today's conditions, store layout, self-service meats and produce, advertising, promotion, new departments, and labor and personnel relationships.

One of the main speakers on the Nov. 3 session will be Stephen P. Mugar, president of the Star Market Co. of Newtonville, Mass. He will discuss "Self-Service—Is It the Answer to Higher Volume and Lower Costs?"

The subject has been described as a study of progress and developments in operating and merchandising self-service departments.

Angel In Omaha Wesco Post

OMAHA, Neb.—J. R. Angel has been appointed appliance sales promotion manager for the western district of the Westinghouse Electric Supply Co. of Omaha.



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